

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXXII.

NEW YORK, JULY 21, 1910.

No. 3.



Recently a manufacturer who was about to place a line of advertising said to one of our representatives that he rather leaned toward an agency with a small organization on the ground that it would give him a more intimate service than a large one; just as a small bank would give him more attention and greater accommodation when loaning him money than a large bank would or could.

When our representative asked him if he would prefer to leave most of his money on deposit with the bank which accommodated him most easily, he promptly replied "No."

It would appear that there was just as much reason for organization and conservatism in an advertising agency as in a bank.

Our clients have found it so.

Philadelphia

New York

Boston

Chicago

# Brooklyn Leads!

The passenger receipts for the Brooklyn Rapid Transit exceed those of either the New York Elevated or the Subway. These three great Systems combined carry **FOUR-FIFTHS** of Greater New York's passenger total,—leaving a mere *One-fifth* to be divided amongst all other lines.

The figures for the month of March, furnished by the Public Service Commission and published in the N. Y. Herald for June 28th, are as follows :

## RECEIPTS FROM FARES

Brooklyn Rapid Transit,	\$1,696,000.
New York Elevated, . .	1,318,000.
New York Subway, . .	<u>1,287,000.</u>
	\$4,301,000.
Other lines, . . . . .	<u>1,089,000.</u>
Grand total, . . . . .	\$5,390,000.

Not only do these three far-reaching systems carry the bulk of New York's vast passenger total, but they offer the car card advertiser a FAR-RIDING, "Time-to-Read" circulation. The passengers on these lines do not hop on and off, but ride far enough to give the cards complete and thorough attention.

We have several unusually attractive propositions to offer you. Shall we call?

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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXII.

NEW YORK, JULY 21, 1910.

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## THE LICENSE PLAN OF PRICE PROTECTION ON PATENT GOODS.

THE EFFECTIVE RELIEF FROM PRICE-CUTTERS WHICH SELLERS OF PATENTED GOODS MAY SECURE IF THEY WILL — GOVERNMENT IN FULL CO-OPERATION — GILLETTE SAFETY RAZOR, INGERSOLL WATCH, UNIVERSAL BRUSH, SANATOGEN PLANS AND AGREEMENTS.

By A. Rowden King.

Lucky, indeed, is that manufacturer whose output is of such a nature that it can be patented. All the qualms and quakings of the sales department regarding the maintaining of price by jobber and retailer need then be unknown, for Uncle Sam, while a bitter enemy of monopoly in general, is a hefty friend of the holder of a patent.

The manufacturer with a patented article can, if he wishes, sell his product on the "license plan" of price maintenance, than which it may truthfully be said there is no plan so effectual and simple. In fact, because of certain cut-throat competition in some lines, there are manufacturers to-day who are wont to value their patents not nearly so much because of the protection the latter give them along mechanical lines as along selling lines.

Whatever legal right the manufacturer of an *unpatented* article has to dictate how the retailer who buys *through a jobber* shall sell that article, let alone the retailer who buys *direct*, the legal right of the manufacturer of a *patented* article to dictate by the license method, not only as to selling-prices but as to a vast number of the other *minutiae* of

sales, is well established. Many concerns selling patented articles and suffering more or less from price-cutting have not yet become aware of the relief they possess in the license system; but they are fast coming to it.

In a broad sense, excepting for the generous, thorough protection of a patent, it is in restraint of trade to contract with many ultimate parties to a sale to fix prices. But courts have securely held that a *patent* represents a monopoly of monopolies, sanctioned by the Government, and that, therefore, anything which "flows out of" a patent, such as a price-maintaining license, must be legal, no matter how monopolistic. The right to take such steps as are necessary to insure one's profits upon a patented article is held by the courts to be one which the whole spirit of patent law substantiates and authorizes.

Illustrative of the liberal view which the courts take of such licenses and of their enforcement, the two following decisions will be of interest. The Circuit Court of Appeals, Sixth District, handed down an opinion October 12, 1896, which read, in part, as follows:

It is competent for the owner of a patent for a machine . . . to sell such machines subject to a condition . . . title to revert on breach of the condition. Even though . . . the result of the restriction is to give the owners of the machine patent a monopoly of their manufacture and sale, this does not make the condition void as in restraint of trade or against public policy. A purchaser of the machine would be, in effect, a mere licensee and the use of it by him, contrary to the condition, would be not only breach of contract, but also a violation of the monopoly, for which an injunction suit would lie.

The Circuit Court of the Western District of Pennsylvania handed down an opinion on Jan

uary 3, 1901, which read, in part, as follows:

The manufacturer of a patented article has the right in selling same to jobbers for the trade, to prescribe conditions and restrictions to govern its subsequent sale, and one who buys from a jobber with notice of such conditions and restrictions is bound thereby, and for their violation may be treated as an infringer (notwithstanding he takes the goods from the first purchaser unconditionally and without knowledge that said first purchaser signed the agreement, but sells in violation of the known rules of patentee).

The great advantage in maintaining prices under the license system is the ease with which violators can be brought to their senses by quick action of the courts. Temporary injunctions can be got with comparative ease and with a show of speed which is an unknown factor in the case of other price-maintaining systems not based on patents. Such temporary injunctions can be obtained by submitting affidavits, and few are the instances where the courts have failed to act when the evidence has been at all conclusive.

In most instances temporary injunctions suffice to check the violator, who is made to appreciate that the manufacturer *really* has the power of the law behind him. In some instances it is necessary to go before the court, in due season, and plead for a permanent injunction. Seldom is any *further* action taken or is it necessary. Inasmuch as the stoppage of any price-cutting is the all-important thing, few manufacturers see fit to bring suits for damages. Such procedures as the latter are expensive, at best, even if one wins.

#### THE GILLETTE SALES COMPANY

The Gillette Sales Company, Boston, exclusive selling agents for the Gillette Safety Razor, has had a notable experience with the license method of maintaining prices. Says Charles A. Gaines, the president of the company, in this connection: "In every instance where we have applied to the courts for injunctions or restraining orders, in cases where

our licenses have been violated, we have been successful in securing legal protection. We consider the license system, if properly used, as very effectual for the purpose. We have a large number of permanent injunctions which have been used against price-cutters on our goods. We immediately proceed to 'keep behind' any price-cutters, either until they desist or until it is necessary to take legal proceedings."

The thorough way in which the courts uphold the price-protecting license is well illustrated in the Gillette case. This concern has been selling goods, accompanied with a special license, to the United Cigar Stores for use as premiums. Certain dealers have obtained these razors by paying for them with premium-slips and then have sold them for less than the usual licensed price. The company has claimed that it has the right to control the sale of its product, no matter into whose hands it may fall or how it may be obtained. The wording of a recent permanent injunction, issued against such an offender, well illustrates the matter, reads in part:

We do strictly command and enjoin you . . . your agents, attorneys, employees and workmen and all others acting by or under your authority, and each of you, under the penalties that may fall upon you in case of disobedience, that you forthwith and finally and perpetually desist from advertising, selling or offering for sale, Gillette Safety Razors manufactured by the Gillette Safety Razor Company, at retail, for a less sum than that fixed by the said company as the retail price for the same, or offering for sale razor blades for Gillette Safety Razors at retail for a sum less than that fixed by the said company as the retail price for the same, and also from advertising, selling or offering for sale, or in any manner dealing in Gillette Safety Razors which have been manufactured by the said company and disposed of by it for premium purposes, and from advertising, selling or offering for sale, or in any manner dealing in Gillette Safety Razors obtained as premiums in exchange for coupons given by the American Tobacco Company or the United Cigar Stores Company, or others, or in any way violating any of the conditions or limitations attached to razors or razor blades by the said company . . . or from otherwise in any manner violating the rights of said company as secured to it by its letters patent.



# Senator Dolliver

on

## The Insurgents

The Hon. Jonathan P. Dolliver, of Iowa, one of the most famous and able of the Insurgent Leaders in the Senate, is writing for an early issue of *The Outlook* a comprehensive article on *The Insurgent Movement*, its Personality and its Meaning.

# Mayor Gaynor

on

## New York's Subways

Mayor Gaynor has written for *The Outlook* an article in which he considers the question: *Who Shall Build New York Subways?* He discusses the alternatives of extension and enlargements of the existing system by the Interborough Company, and the construction at the expense of the City of a new system to be operated by some other company.

*The Outlook's* editorial treatment of political questions has given it wide National influence. *The Outlook's* articles on Public Affairs are secured from the highest sources of authority. *The Outlook* is the exclusive channel for Theodore Roosevelt's written opinions on politics and all public questions.

# The Outlook

The Gillette Razor license appears on the label of all goods and reads as follows:

NOTICE: This patented razor is offered to the public on the condition that the same is not licensed for sale and use until a sum not less than five dollars is bona fide paid therefor at retail. Discounts off said price or inducements militating against the same will vitiate the right of use and render the persons concerned in such transaction severally and jointly liable to suit for infringement of the letters patent of the United States under which this razor is manufactured or to an action for damages without further notice. An acceptance of this razor is an acceptance of the notice and conditions above stated.

The Gillette Razor Blade license reads as follows, being illustrative of a license to the consumer:

NOTICE: This package contains 12 Gillette Safety Razor Blades manufactured under United States letters patent No. 775,134 dated Nov. 15, 1904. Such blades are sold and accepted by the purchaser subject to the following license restrictions placed thereon by the owner of said patent. 1st, To be sold at retail only in original sealed package containing 12 blades at a price not less than \$1.00 per package. 2nd, To be used solely with the holder made therefor by the Gillette Safety Razor Company. 3d, Not to be re-stropped or re-sharpened. An acceptance of this package is an acceptance by each purchaser thereof of the above notice and conditions. The violation of any of the above conditions terminates the license and will constitute the violator an infringer of said patent. All rights revert to the undersigned in case of a violation.

#### THE DOVER MANUFACTURING CO.

The Dover Manufacturing Company, of Canal Dover, O., which makes patented Asbestos Sad Irons, is another enthusiast over the license method of maintaining prices. Says O. A. Keyser, the advertising manager: "We have used this method of restricting prices for the past eight or ten years and have been very successful, not only from the point of view of having prices upheld, but also in getting dealers interested in pushing the sale on account of the ample profit which is insured. We have carried several cases of price-cutting into the courts and in each case have secured a favorable decision."

In explanation of certain general aspects of the situation, Mr. Keyser says: "It is to place a

premium upon invention that the Government gives the patentee of an invented article a monopoly as far as the making of that article is concerned. Furthermore, of what value would this monopoly be to the patentee if he could not profitably market the article which he has invented?"

This company's license reads as follows:

Asbestos Sad Irons are sold subject to restrictions as to the persons to whom and the minimum prices at which they may be resold. Any violations of such restrictions makes seller or user an infringer of the patents controlled by the Dover Manufacturing Company. A purchase is an acceptance of these conditions. All rights revert to the undersigned in the event of a violation. If any dealer does not know the price which has been established on any style of Asbestos Sad Irons, it is his duty to ascertain same from the Dover Manufacturing Company. Ignorance in this matter will not be construed as a valid excuse before the law in case the price is violated.

#### ROBERT H. INGERSOLL & BRO.

Probably no concern in the country is more enthusiastic over the license method of maintaining prices than Robert H. Ingersoll & Bro., New York, makers of Ingersoll watches. This concern has always been a leader in the never-ending fight upon the price-cutters. It has to-day upwards of 60,000 dealers. P. F. Putnam, the Ingersoll price-maintenance lawyer, states for PRINTERS' INK that his company only once failed where it took its price-cutting cases into court and that once was on the basis of a technicality. As enthusiastic as Mr. Putnam is about the past history of the price-maintenance struggle, he is even more enthusiastic about its future, giving it as his opinion that the day is fast coming when the courts will generally recognize any manufacturer's right to limit the sale of his product as he will, whether that product be patented or not.

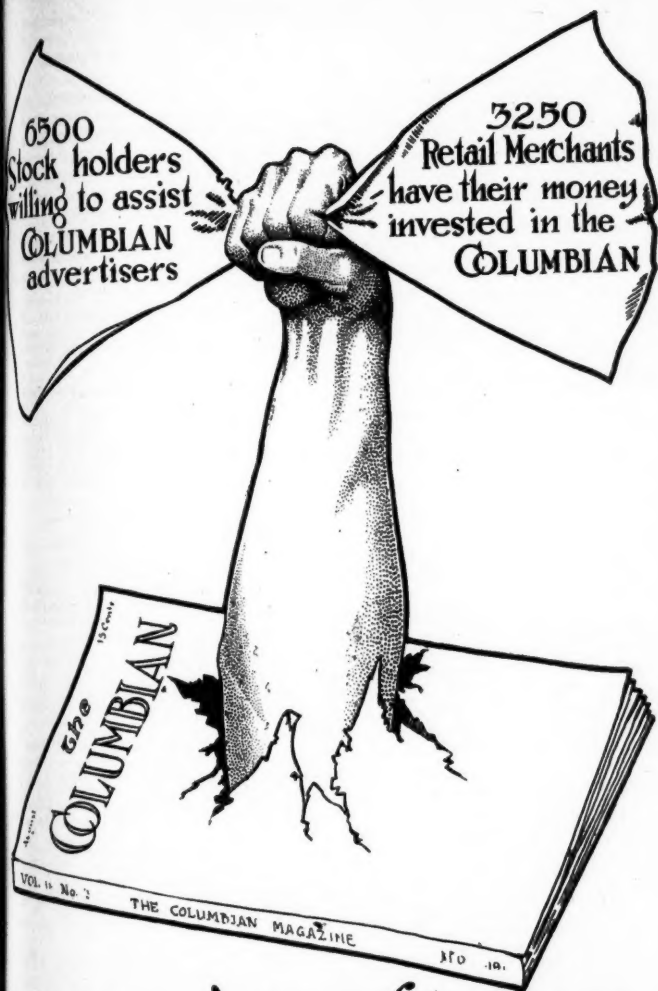
The Ingersoll license reads as follows:

Mechanism in this watch is covered by United States patents and the watch is licensed and sold under and subject to the following limitations assented to by purchase and controlling all sales and uses thereof, any violations of which license conditions revokes and terminates all rights and license as to

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ON



# The Strong Arm of Business COLUMBIAN MAGAZINE

1 Madison Avenue, New York

this and all other watches of maker's in violator's possession and subjects the violator to suit for infringement of said letters patent.

(1) Jobbers may sell only to retail dealers, may not sell to any one designated by makers as objectionable, may not detach or sell without this notice and may sell only at rates specified in schedules furnished by makers. (2) Retailers may advertise and sell only to buyers for use at One Dollar. (3) No donation, discount, rebate, premium or bonus may be allowed or given in connection with any sale at wholesale or retail. (4) Guarantee with date of sale thereon to accompany each watch.

#### UNIVERSAL BRUSH COMPANY.

For how many manufacturers have the monster drug stores of New York and other big cities proved to be an unsurmountable bugaboo! The Universal Brush Company, making the Spotless Hair Brush, had the usual experience. Every means of bringing these drug store price-cutters to terms failed until this concern bestirred itself and appreciated the unusual rights which it had under its patent. A proper license was drawn up and incorporated in the label of every package of the brushes. And since that time it is reported that these pirates in the realm of merchandising have given no more trouble whatsoever, but have meekly submitted to the restrictions placed upon them, apparently appreciating the impregnable position of the brush company.

The Universal Brush Company's license reads as follows:

This brush is licensed by us for sale and use only when sold to the public at a price not less than \$1.00. No license is granted to sell it to the public at a price less than \$1.00, or to use it if sold at less than such a price. Any sale in violation of this condition or of use when so sold will constitute an infringement of our patent No. 916,383, under which this brush is constructed, and all parties so selling or using it contrary to the terms of this license will be treated as infringers of said patent, and will render themselves liable to an injunction and damages. A purchase is an acceptance of this condition. All rights revert to the undersigned in event of any violation.

#### THE BAUER CHEMICAL COMPANY.

The Bauer Chemical Company's extensive advertising of Sanatogen has resulted in making that patent medicine and food one of the largest sellers of its class. But this concern, too, recently

joined the ranks of the license enthusiasts. An officer of the company makes this statement in this connection:

"We feel that a rigid enforcement of the standard retail price is the only straight, equitable arrangement on which such an article as Sanatogen should be sold. We shall insist on an absolute maintenance of the standard price marked on each package. The United States letters patent under which Sanatogen is manufactured and of which we are the sole owners and licensees vest us with the authority to do this and we shall employ this authority to the fullest."

The following is the wording of the Sanatogen license:

Notice to the Retailer: This size package of Sanatogen is licensed by us for sale and use at a price not less than three dollars and sixty cents (\$3.60). Any sale in violation of this condition, or use when so sold, will constitute an infringement of our patent No. 601,905, under which Sanatogen is manufactured, and all persons so selling or using package or contents will be liable to injunction and damages. A purchase is an acceptance of this condition. All rights revert to the undersigned in the event of a violation.

#### CLARENCE ARNOLD DEAD.

The advertising world of America lost one of its big men in the death of Clarence K. Arnold, July 10th, at Atlantic City. Mr. Arnold had gone to Atlantic City last November in search of health, and the end came suddenly. He was 39 years old.

Mr. Arnold started in the newspaper business in Dover, Del., as a lad. He went to Philadelphia twenty-seven years ago and became associated with the *Record*, later with the *Inquirer*, and after that became advertising manager of the *Press*.

The C. K. Arnold Advertising Agency was organized by him and became the advertising agency of the Standard Oil Company and other big concerns. The name was later changed to the Arnold & Dyer Advertising Agency which, under his direction, grew to be one of the leading agencies of the country.

Last fall Mr. Arnold's physician advised him that he must desert his affairs entirely and regain his health, but he did not really retire from active business until February.

Until the beginning of the year Mr. Arnold was president of the Poor Richard Club, the Philadelphia advertising organization. He was a member of the Sphinx Club, New York.

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WHO'S WHO—AND WHERE—  
FORE—CONDE' NAST.

SOME INTERESTING PERSONAL INFORMATION ABOUT THE PUBLISHER WHO WAS THE FIRST TO CONVERT ADVERTISERS TO THE USE OF THE MODERN WEEKLY, THE FIRST TO DEMONSTRATE THE VALUE TO ADVERTISERS OF THE WOMEN'S QUARTERLY, AND THE FIRST TO TURN A MAGAZINE INTO A SEMI-MONTHLY.

By James H. Collins.

The chief topic of interest in publishing circles just now is the sudden rush toward the semi-monthly idea. Beginning with September *The Ladies' Home Journal* will appear twice a month, and *Country Life in America* is soon to be put upon the same basis. Moreover, it is said that fully twenty publishers of prominent monthly magazines are considering this new sort of issue.

In this connection it is being pointed out that Condé Nast was the first publisher to adopt the semi-monthly plan, having in February of the present year transformed the weekly fashion journal *Vogue* into a semi-monthly.

It is being reported also that, before announcing his new policy, Cyrus Curtis spent a week with Mr. Nast looking into methods and results, and that his policy for *The Ladies' Home Journal* was directly suggested by *Vogue's* departure.

Unfortunately for the dramatic unities, the latter story proves to be merely one of the romantic trimmings of a novel development in publishing. Mr. Nast states definitely that Mr. Curtis did no such thing, and says that he is not even certain that the Philadelphia concern got its suggestion from *Vogue*.

It is true, however, that Mr. Nast was first to put semi-monthly publication into practice. The dates on *Vogue* since February not only prove that he was first, but they represent the actual embodiment of an idea that Mr. Nast had been carrying around for five

years before he got chance to put it into practice.

Whether all the other magazines followed him or whether he was simply the first actually to work out an idea that was in the air, the credit of being the pioneer semi-monthlyist certainly belongs to Condé Nast, an interesting figure who has thus far escaped the limelight even in publishing trade circles.

Born in St. Louis thirty-six years ago, of French ancestry, Condé Nast spent most of his time until twenty-two at school and college, being graduated from Georgetown University at the latter age. His family wanted him to become a lawyer, but after two years' study at the law school of Washington University he threw it up in dislike.

Then he went back to St. Louis to a small printing concern in which his brother had an interest. The manager suggested that young Nast start out by going around town canvassing for printing orders.

Haphazard solicitation here and there on chance "prospects" brought absolutely no business. Almost discouraged the young solicitor sat down to reason out the problem. The people he had seen didn't want printing; where were the people that did? He remembered that there was in a few weeks to be a merchants' exposition in St. Louis. With some difficulty Nast secured a list of the exhibitors. The whole aspect of things was changed; not only did these exhibitors give him an armful of orders and requests for estimates, but instead of treating him as a nuisance, they greeted him as a friend in need.

Here was the beginning of success—success built on ideas. Never since that first "job" has Nast been willing to put forth any effort that was not directly and specifically behind some definite idea.

Nast's next move was to New York. During his school days he and young Robert Collier saw a great deal of each other, and in the fall of 1897 the two youngsters just out of college were

turned into Peter Collier's subscription book organization to build up *Collier's Weekly*, then a periodical so unimportant that no mistakes or experiments would do it much damage. The following spring, after several months of 'prentice work, the boys had enough publishing experience to take full advantage of the Spanish War. Young Collier interested himself in the editing and young Nast in the advertising and business side. When Nast went into the Collier establishment he got a clerk's salary of \$12 a week, and the advertising revenue was less than \$500 a month. When he left, ten years later, he was getting \$40,000 a year, and the advertising revenue had risen to one million dollars. Mr. Nast had handled *Collier's* at every turn exactly as he had his first successful printing solicitation. Weekly publications were in a high disfavor with advertisers then. So, instead of wearing out the patience of men he knew he would get some day, the new advertising manager simply stayed away for six months and sent them copies of *Collier's* and letters calling attention to the way young Collier was building up the paper. After a while the patronage began to come, and has come ever since.

In 1907 he resigned this splendid certainty and took up a brand new proposition—that of the *Ladies' Home Journal Patterns* and the *Style Books*.

Cyrus Curtis has always been more or less conservative about branching out into side lines. From time to time his young men have urged him to publish books,

make patterns or do other things for which *The Ladies' Home Journal* seemed to make a demand. But he has uniformly refused. One of the best Curtis stories is to the effect that his subordinates, once upon a time, became so convinced that he ought to make paper patterns to go with the journal's fashions that they sorted out from the daily mail during one month every inquiry about patterns that came from a reader. One fine morning when Mr. Curtis entered his office he found these letters

heaped on his desk like a snow-bank.

"Now will you make paper patterns?" asked the staff.

"Why — no—I don't believe we'd better," was the answer.

Thereon McCampbell, formerly connected with *Everybody's Magazine* under John Wanamaker, finally succeeded in persuading Mr. Curtis to let an outside corporation make patterns in connection with *The Ladies' Home Journal*. Mr. Nast aided in the organiza-

tion of the Home Pattern Company, and when he withdrew from *Collier's* he devoted himself to the problem of educating advertisers to the proposition of using the monthly "sheets" which have been an accessory of the paper pattern business for many years, and now the new *Quarterly Style Book*, just introduced by McCampbell.

The "sheets," bought in lots by dry goods merchants and given by them to their customers, had had no standing whatever as mediums. Advertisers objected that they were cheaply printed, that they were given away for noth-



CONDE NAST.

ing, and brought other objections against them. Mr. Nast showed that they were as well printed as daily papers and that they served the same purpose of giving news—fashion news, placed before women when they were buying dress. When he began with a campaign of circular letters the *Monthly Style Book* and *Quarterly Style Book* had, together, less than \$8,000 yearly advertising revenue. To-day, after his three years' work, they have a total of nearly \$400,000.

When Mr. Nast took over *Vogue*, about fifteen months ago, he had long been of the opinion that for most purposes a semi-monthly issue is very much better than either weekly or monthly. When the opportunity came to determine the soundness of this belief in the conduct of a weekly journal of his own, he found that few advertisers were using space every week, that the greater number found every other week frequent enough. He knew that the manufacture of a weekly was expensive. Moreover, he became convinced that seven days gave insufficient time for newsdealers to sell out an issue. Next week's issue crowded this week's off the stands before it was sold out. When it came to monthly issues, there was the disadvantage that a magazine published twelve times a year could not cover the news side of a subject to good purpose, or enable advertisers to print "news" copy, which is more and more desired as national publicity develops, and general mediums are relied upon to work out trade issues.

The change to a semi-monthly basis was not made until the many sides of the proposition had been carefully studied. Since it has been put into effect, the original theories have been proved well founded in fact. Advertisers so use about the same space in the same issues. Circulation is increasing, for with two issues instead of four every month the bulk of the magazine is materially increased, making it appear to better advantage on news-stands and stopping losses in such sales

during January and August, when the slender amount of advertising carried inevitably makes a slender issue. The revenue from sales and subscriptions, even with a weekly, is not decreased by the change to a semi-monthly basis, for two issues are sold at 15 cents apiece instead of four at 10 cents apiece, and there is a saving in cost of manufacture.

The publisher of *Vogue* believes that the semi-monthly is the logical form of periodical. Strictly as an outsider, he spoke of the interesting situation created by putting *The Ladies' Home Journal* on that basis. With all the other feminine magazines coming onto the news-stands monthly at 15 cents a copy, and the Philadelphia periodical appearing twice as often at 10 cents, the latter has at once the advantage of a better selling price and a cheaper one, so that it is natural to assume that the news-stand purchaser will prefer it as better value.

Mr. Nast is credited with having made for himself an income of \$100,000 a year since he gave up his salaried position three years ago. Whatever the figure, these profits have been made largely on revenue built where there was no revenue before he undertook missionary work on their behalf. Manufacturing and distributing details of each business have been organized and handed over to others, for it is one of his cardinal beliefs that his own success must depend very largely indeed on the enterprise and initiative of the constantly growing group of young men he is gathering about him. Mr. Nast's ambitions are by no means realized in his present activities. Ultimately he hopes to enter the daily newspaper field, for almost from the first day he went to work on an obscure weekly magazine he has had a vital interest in the news and the possibilities of its presentation.

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The E. A. Buckley Advertising Agency has been established in Ogden, Utah. Mr. Buckley was until recently advertising manager of the Ogden *Morning Examiner*.



## NEW FLOUR RIVAL ENTERS THE LISTS FOR NATIONAL TRADE.

**"OCCIDENT" FLOUR STARTING A WIDE  
CAMPAIGN WITH UP-TO-DATE  
GUARANTEE SELLING PLAN—TRADE  
CANVASSED PRIOR TO CAMPAIGN—  
A RAPID NINE YEARS' GROWTH.**

From two small mills in North Dakota to a big system of mills all over the Northwest, with capacity of 10,000 barrels of flour a day—all via distinctly modern merchandising and advertising methods—sounds like an interesting and instructive story.

The Russell-Miller Company, Minneapolis, is about to appear in the magazines as an aggressive seeker after the country's flour business on a more lively selling plan than the national flour market has probably yet seen.

General publicity has been almost solely relied upon by the few big milling concerns which have been bold and big enough to tackle the national market. For the additional reason that the Standard Milling Company is a holding company for "Ceresota," "Hecker's" and other brands, and carefully apportioned off territory to avoid competition, the advertising of flour has been extremely trite and dull. Only on a few occasions when Gold Medal or Pillsbury crossed swords with each other temporarily has there been any considerable gingery advertising done.

The new advertising rival for the national flour market is laying much stress on extra quality, and, as befits such claims, is selling its goods with a vigorous guarantee.

One of their most used street car cards shows a picture of a bag of Occident flour—"Costs more. The woman who does the baking will tell you why."

The quick success of this concern is undoubtedly based upon its emphasis on quality rather than price, and its avoidance of the price-cutting, general publicity tactics of the well-known flours. Wiseacres in the business have long predicted that an aggressive-

ly backed quality flour would make a big dent in the trade.

The two mills in Jamestown and Valley City, which were the beginning of the very large business the company has built up in nine years, had a wide reputation for the quality of their flour. The head miller was a student and tried to make the best flour possible. The demand

**This Will Be Your Experience, Mr. Green**



## PLAYING UP TO THE GROCER.

among the farmers of that portion of the state was far larger than could be supplied, and when the present company took hold of the two old mills they extended the same careful process of manufacture from the best wheat to all of their mills to obtain a uniform product.

The acquisition of mills over the Northwest has been a gradual one. Where old mills could not be bought and remodeled, new ones were built, as the big one at Minot, N. D. These are scattered all over the wheat producing country so that the haul on grain is not long. Within the year a new mill has been finished in Minneapolis, the latest of their structures. This has a capacity of 2,500 barrels. Others are under



construction at Beach, N. D., and Billings, Mont. The present capacity is 10,000 barrels. To provide an adequate supply of grain, the Occident Elevator Company has eighty-odd elevators scattered through the Northwest to buy grain from the growers.

About the time the company began operations the country was flooded with cheap flour at competitive prices. They decided that this was not the fault of the public and continued making flour of high quality and put a price on it sufficient to enable them to maintain the high class ingredients. The flour already had a strong local following and the quality of the article was pushed. In fact, it was pushed so hard that the "Gold Medal" brand of a famous competing Minneapolis firm is said to have been put on the market to counteract the effect of Occident sales.

The first care has been to make sure that the flour could be produced in large quantity. A large corps of traveling salesmen kept the flour before the trade and now the company enters the advertising field for the first time.

With the July magazines the company began a year's campaign to reach the women of the country and in a series of effective ads they aim to induce the reader to use a corner coupon calling for a sack of the flour.

"We wanted to wait until we had the distribution before we did much advertising," said L. M. Powell, assistant advertising manager, in explaining the present campaign.

The basis of the ads now appearing is the unlimited offer of the company to refund the purchase price of any sack of flour which the housewife does not find the best and most economical flour she ever used. She may use as much flour as she likes and the money will be refunded without argument. This is perhaps the

widest guarantee ever made in national advertising, but the company seems confident that they will have few, if any, returned sacks.

The trade has been informed that they will be reimbursed for all returned goods and the same information is contained in a note to the grocer on the lower edge of the coupon which is the crux of each of the ads now running.

All the psychology of advertising is utilized in drawing attention to these coupons and forcing their use. The corner leaves room for the name, address and



DOUBLE-PAGE SPREAD IN "POST."

grocer's name under the statement that the signer would like to try a sack of Occident flour under the conditions in the ad, that it may be returned and money refunded.

In one ad is the picture of a young woman reading a magazine. By the side is "As you read through this advertisement let the arrow guide your thoughts to the coupon—then do as we ask and you will never regret it." The arrow with a big black tail by the side of the woman's head leads to the coupon in the corner of the page.

Another ad shows a woman handing a torn coupon to a grocer's boy and the long arrow leads from the coupon the pictured woman holds to the printed coupon for use in the lower corner. A double spread for the *Saturday Evening Post* has a near view of a full-faced grocer's lad with a sack of Occident flour on his shoulder, and he

smiles as his hand points to the coupon for use. Another clever ad shows a grocer exclaiming over a coupon laid on his counter. Under his hand is a sack of Occident and the arrow goes from the coupon he has to the unused one in the corner. Each ad also carries a little message to the trade.

Full size reproductions of a number of the ads to be used in the near future, together with the list of magazines in which they will appear, and a strong straight talk to the dealer was sent to 25,000 of the trade before the first ad appeared. This was accompanied with a proof sheet of a dozen small ads designed for use of the dealers in local papers. These are sent free on request.

The publications used are: *Ladies' Home Journal*, *Butterick Trio*, *Woman's Home Companion*, *Housekeeper*, *Good Housekeeping*, *Saturday Evening Post*, *Collier's*, *Ladies' World*, *Harper's Bazar*, *Pictorial Review* and *Youth's Companion*.

#### THE PSYCHOLOGICAL AD.

The *Detroit News* recently published an editorial under the heading "The Psychological Ad." It read, in part, as follows:

"Of course, there has always been a psychology of advertising; that is, men have always known better than to advertise furs in July or fly-screens at Christmas. But the new psychology has laid stress on frankness, honesty, serviceability. It has recognized the principle of confidence and friendship, and no one makes a man a friend by taking his money under false pretenses. These are days when the wise merchant will tell you that the eggs are "storage," that the table is cherry and not the mahogany it is stained, and that the price you are willing to pay will only purchase a second-class article, but that he has as good a second-class article as you can get anywhere. It pays to be honest, simply because human nature resents being cheated. There is one merchant who should never advertise—the dishonest one; he will last longer if he doesn't; people will find him out at once if he does. The best business persons in this city are not the men who earn the money, but their wives who spend it. You can get the status of any firm in the city by making a round of the kitchens. Whenever you see a successful and important business you need not hesitate to pronounce its advertisements honest. They have to be, else the blood of trade would cease to circulate up and down the aisles of the

store. A circus sideshow may successfully advertise a fake for one day, but not the merchant who expects to occupy his store next year. Advertisements are not read and forgotten; their statements are kept in mind until the purchased goods have justified their description.

"The psychology of advertising is of a piece with the psychology of salesmanship. There is a method of salesmanship which makes a customer buy, and there is a method which assists him in buying; the latter wears and wins. One man remembers pausing before the windows of a store in which many painted signs told him all the books therein displayed were for sale at greatly reduced prices. Among them was a set he dearly wanted—it had long been a battle between those books and his purse. At last the purse had found its conqueror in those half-price sales. He entered the store, the glow of possession already warming his mind. But he didn't reckon with the contempt in which a particular clerk held impecunious book buyers. Indeed! and did he think the price of that set was reduced? The man could only murmur that he had so read the signs. Well, he is a bashful man and the clerk bullied him into taking the set at a price he could not afford. The man buys books frequently now, but he always goes to another store where there are no memories of deceptive signs and superior clerks. Now, the science of advertising and salesmanship may be written in many lessons, but this needn't contain all."

#### REGAN LEAVES YAWMAN & ERBE.

Marquis Regan, advertising manager for Yawman & Erbe, Rochester, has resigned that position, to leave August 1st and become general salesman of the Woodward & Tiernan Printing Company, of St. Louis. Mr. Regan's traveling staff in his new capacity will reach every part of the country. He will be succeeded at Yawman & Erbe's by Edward Babcock, who was formerly his assistant, but who for the past nine months has been assistant advertising manager of the Burroughs Adding Machine Company, of Detroit.

Mr. Regan held the position of chairman of the publicity committee of the Rochester Chamber of Commerce, which placed him among the foremost of the younger generation of advertising men in Rochester. His departure from the latter city will be very much regretted by the many associates he has made there. A letter expressing such regret has been sent by the Chamber of Commerce upon its learning of its loss. A St. Louis welcome-home dinner is being planned by Mr. Regan's Missouri friends.

Boise, Ida., is said to be the first city to be advertised by its realty men. Boise Valley is to be systematically advertised in the newspapers. The first such advertising contract has been placed with the *Omaha News*.

*The greatest value to be obtained from continuous publicity should be fully understood by every advertiser.*

*The following argument in support of continuous advertising is the first of the series which will continue in future issues of PRINTERS' INK.*

Every person has a dual personality—the expressive and the subconscious—the latter is the memory which acts when related to want.

For example,—a person desires to purchase a mattress; on the spur of the moment the fact projects itself upon his mind; he enters a store without definitely knowing what make he will buy, but the moment he starts to make the purchase he will in all probability say "Ostermoor." Why?—the psychological instinct is present in a greater or less degree in every human mind. This person, therefore, involuntarily associates that flashing thought to the Ostermoor advertising, which he has seen continuously in one or another magazine for the past several years.

Ostermoor has won this unseen silent control by persistent advertising. This is the mental side of the question "Why should I advertise every month in the year?"

## THE RED BOOK MAGAZINE

*Publication Office*

158-164 STATE STREET

RALPH K. STRASSMAN  
Advertising Manager  
800 Fifth Avenue  
New York City

CHICAGO

R. M. PURVES  
New England Representative  
201 Devonshire Street  
Boston



## "I Grab for the Farm Journal"

Here is a letter from an enthusiastic Southern reader of the FARM JOURNAL, which gives a vivid impression of what happens in hundreds of thousands of homes when that welcome visitor arrives:

Dear Editor:

We take your little paper and like it fine. I grab for the FARM JOURNAL as soon as it comes. The advertisements are also very interesting. I very seldom look at the advertisements in other papers, but I never lay the FARM JOURNAL by without glancing at some of them.

MRS. J. O. BUCKMAN,  
Calvary, Ky.

Over and over advertisers have testified that the FARM JOURNAL pays when all other mediums fail. Mrs. Buckman's letter makes it clear why that is so often the case.

Our "Advertiser's Record Book" is sent to any Advertiser who wants to keep account of results.

Forms for September close August 5th. \$3.50 a line for over 750,000 copies.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
**PHILADELPHIA**

## THE SODA FOUNTAIN—THE NEW AMERICAN BAR.

A BILLION DOLLARS' WORTH ANNUALLY SOLD OVER IT—FIRST GREAT BOOM AT CENTENNIAL IN 1876—HIGH DEATH RATE OF TRADE-MARK DRINKS FROM INJUDICIOUS OR SPASMODIC ADVERTISING—FUTURE POSSIBILITIES LOOM UP EVEN MORE MARVELOUS, BOTH HERE AND ABROAD.

By H. L. Allen.

Every country has its national drinks. In England they are ale and tea; in Germany beers and herb drinks; in France absinthe and wines. Everything points to the fact that American national drinks have come to be *soda fountain beverages*.

The soda fountain may well be dubbed the new American bar. It differs radically from the bar of the gilded palace of alcohol in that it is for both sexes. The endless variety of trade-marked and widely advertised beverages dispensed from this new bar, moreover, are in line with the increasing preference for temperance drinks.

Possibly the enormous amount of soda fountain sales in this country in the course of a year can in no way be better appreciated than by stating the fact that, if all the purchases made this year at fountains, were paid for in nickels, it would require eleven billion nickels, \$500,000,000 worth, whereas there are only one billion nickels in existence! And this is without taking account of the various other sales than soda water made at fountains, such as ice creams, "sundaes" and the scores upon scores of trade-marked drinks and semi-medicines which, according to S. C. Dobbs, advertising manager of Coca-Cola, swell the total expenditure at these dispensaries well nigh to a *billion dollars a year!* This is not far from the country's total alcoholic drink bill of \$1,554,005,863, which *decreased* in the past two years by \$110,185,600.

Several things have militated in favor of the fountain industry.

One of these has been the widely reputed American love of ice-cold drinks. Another has been the proverbial "sweet tooth" of Americans. A third has been the gradual and insistent growth of Prohibition in this country. A fourth has been the pure food laws, which resulted in purer ingredients. Some fountains, before pure food restrictions went into force, were deadly and dirty chemical kitchens. And, *perhaps more important than all*, has been the widespread advertising of the trade-marked drinks, beginning with Ayres' and Hood's sarsaparillas and gradually multiplying down to the present day, with the addition of Moxie, Coca-Cola, Hires' Root Beer, Horlick's Malted Milk, Welch's Grape Juice, Hungerford's Golden Orangeade, etc., and all their many imitators, whose number is legion, to say nothing of the hot drinks of wintertime, including cocoas, chocolates, beef teas, etc., all of which are advertised and are known by trade-marked names.

Two concerns alone are spending a million dollars a year in advertising. The astonishing and ingenious mechanical development and perfection of the fountain itself and of its numerous accessories has undoubtedly been as great a factor, too, in the growth of the industry as anything else. The fountain has even been made a popular lunch counter for shoppers, etc., in winter and summer, with its hot chocolate, grape juice, malted milks, egg-nogs and other concoctions.

The soda fountain can muster up an aggregation of advantages which are very potent profit factors from the point of view of the dispenser. Retail druggists, who operate the greater fraction of the fountains, have for generations been sick of penny-a-sale profits and credit purchases which have barely enabled many of them to eke out a living. They have naturally hailed the soda fountain business with glee.

A properly managed fountain business can be made to show a clear profit of 100 per cent. One

concern estimates that dispensers made an average profit of 3 cents a glass on 435,000,000 glasses of its drink in 1909, or \$13,074,000 profit *in toto*. Even if soda showed a profit of only 50 per cent, the retailers would jump at it, for there are other advantageous considerations. The fountain business is a cash business. It advertises a store and induces the purchase of much other goods. Fountains do not get out of date. There is no price cutting, no wrapping and tying and no delivery expenses. Little extra help is required, if any. And, finally, and this is a development of comparatively recent date, the fountain business has an all-the-year-round season. In the South the fountain trade in winter is particularly large. And at some of the busiest New York fountains twenty-five gallons of ice cream, in addition to the hot drink sales, represent an average consumption on a cold winter's day. From being once considered a nuisance by the average druggist, the soda fountain has come to be looked upon as his greatest asset.

## II.

The appellation "soda water" is a misnomer, a survival from past days. The name has clung to the product for three generations, since the days when our grandmothers used to concoct a drink of soda, sugar, vinegar and water and delight in the resultant fizz that tickled their nostrils and throats. "Modern soda water," as somebody has said, "is simply pure water charged with carbonic gas, the same gas which helps out the formula of 'four dollars' worth of bubbles and one dollar's worth of wine' in a bottle of imported champagne."

The history of soda goes back further than may be supposed. The French Academy of Sciences enjoyed a near-soda water demonstration by Professor Venel, of Montpellier, France, before the guns sounded at Bunker Hill.

### THE FIRST BOOM.

But the soda business did not get its first *real* boom until the 70's. In 1874 Robert M. Green,

at the semi-centennial celebration of the Franklin Institute, Philadelphia, first made soda water into a popular food-drink by the addition of ice cream. Before the close of the celebration he was doing a business of \$200 a day. In 1876, at the Centennial Celebration in Philadelphia, \$50,000 was paid for the exclusive privilege of serving soda water within the grounds by Lippincott and Tufts.

The history of the business then has largely been one of perfecting apparatus and introducing the trade-marked article. It is estimated that there are to-day easily 125,000 fountains in the United States. If these fountains average 10 feet in length, as they undoubtedly do, they would extend 230 miles, if placed end to end. These fountains are fitted out in the best which money can buy, including beautiful marbles, silver trimmings, and their estimated cost, including the numerous accessories of every description, is three hundred million dollars.

The nation's expenditure of \$500,000,000 for soda alone this year seems larger yet when compared with the country's \$135,000,000 output of autos in 1909. The sum represents about the value of a year's product of bituminous coal in the United States and more than twice the annual cost of our army and navy together. The consumption of soda and kindred drinks is estimated at \$24,000,000 a day, on the average, or about one for every four persons, including man, woman and child. And some of these beverages are of the 10, 15 and even 20-cent varieties.

The Charles E. Hires Company estimates that at soda fountains alone 65,000,000 drinks of Hires' Root Beer are dispensed a year, which makes no accounting for the amount privately brewed in homes. It means five million gallons of this beverage, selling for approximately \$3,250,000. Mr. Dobbs states that 600,000,000 glasses of Coca-Cola are consumed annually. F. E. Thompson, of the Moxie company, claims 90,000,000 glasses for that beverage.

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And the J. Hungerford Smith Company, one of the leaders in the syrup field, estimates that fully ten million dollars are spent for fruit syrups a year, costing \$1.75 a gallon on the average.

On June 19th last, the first really hot day of the present summer season, it is estimated that \$300,000 was spent in the city of Chicago alone for beverages, ice creams and ices. The 2,100 soda fountains of Chicago will dispense 99,000,000 drinks during the present hot season, or about forty-five drinks for every unit of population. The number of fountains in New York City is much larger, easily 5,000 or more, and the number of beverages served during the present year is forecasted at upward of 225,000,000.

#### HIGH MORTALITY AMONG TRADE-MARKED DRINKS.

In more ways than one is the trade-marked fountain drink field like the breakfast food field. Like the latter, it has developed a high mortality. The temperance drink graveyard is quite as crowded a locality as the breakfast food graveyard. The number of those brands of drinks which have fallen by the wayside is legion. It would be far easier to enumerate those which have kept going than those which have failed. The chief causes of failure have been inefficient or spasmodic advertising or lack of knowledge of trade conditions.

As in the breakfast food field, too, there has been no end of substitutions. Druggists naturally wished to concoct their own drinks and make more profit. In PRINTERS' INK very recently I reviewed the never-ending efforts of the Moxie company to eliminate the substitutors. And what can be said of Moxie can be said quite as much about any other successful temperance drink.

Few, if any, breakfast food producers have had to face the evil of the refilled container, bearing its original label but filled with substituted contents. Cardboard boxes used for breakfast foods are not nearly as suitable for the business pirate who practices

## EXCELLENCE OF SERVICE

is the particular feature we offer to advertisers.

Our guarantee is for net paid circulation and is based upon the findings of the Association of American Advertisers.

## OCTOBER NUMBER

closes August 12th. Largest issue of the year.

THE  
**LADIES' WORLD**

New York



these methods as bottles are, and there probably lays the greatest difficulty. To avoid it, all kinds of schemes have been devised. Among the latter the special crock, or urn, placed on the fountain counter and from which retailers are only licensed to dispense the beverages it purports to contain has been especially successful, as is evident from its increasing use.

In order to secure distribution one famous fountain drink house shrewdly sold stock to traveling salesmen for drug houses and thus was able to obtain valuable co-operation. These salesmen would boost the product by asking druggists for it continually wherever they went. Another has given bonuses to fountain men every time the latter's employers have sent in repeat orders. Free-drink coupons, distributed in a number of different ways, have proven efficacious. Elaborate hangers and many-colored window cards and "cut-outs" have been used extensively and to advantage. The trade press, which includes *The Soda Dispenser*, *The Soda Fountain*, *The Ice Cream Trade Journal*, *The Practical Druggist*, *The National Druggist*, has persistently boosted the business.

#### THE FUTURE POSSIBILITIES.

But remarkable as has been the past growth of the soda fountain business, the future of that business promises to be even more unusual. A large per cent of the trade-marked drinks are to-day localized in their territory. Moxie isn't pushed south of Virginia or west of Indiana. Fan Taz is notably a Southern drink; Golden Orangeade is of New England, and there are vast territories which have never heard of Africa-Cola, Koca-Nola, Ironpost, Zero-Cola, Red Tame Cherry, Cherry Cheer, Ginseng, Dr. Pepper, Cherri-O, Buckeye Root Beer, Dr. Swett's Root Beer, Zoolak, Kumyss, Armour's Grape Juice and scores more. All of these might have nation-wide distribution if they applied advertising judiciously. There is splendid opportunity also for trade-

marked and advertised fountain fruit juices, chocolate, etc.

Up to date, the world-market in the soda fountain business—something by no means to sneeze at—has been given little attention. Foreigners of distinction invariably become interested in our soda fountains, and one petite Japanese princess couldn't see anything in all America but our ice cream soda. Coca-Cola is the only American soft drink which has been sold to any extent in other countries. Selfridge in London is rapidly popularizing the American fountain, while France and South America are "falling for it," too.

One prominent advertising manager in the soft drink business said recently, when asked about future prospects: "The demand for soda fountain drinks is growing so rapidly that the number of fountains now running will easily be doubled within the next ten years."

#### MR. MAHIN'S CIRCULATION FIGURES CHALLENGED.

CHICAGO EXAMINER.

CHICAGO, July 12, 1910.

Editor of PRINTERS' INK:

I would ask your indulgence to reply to a quotation of figures in an article you printed in your issue of June 30, 1910, by John Lee Mahin, of Chicago.

Possibly Mr. Mahin did not intend to be in error, but nevertheless he quotes the circulation of the morning papers of Chicago as follows:

Tribune (Sunday).....	275,000
Tribune (Week Day).....	195,000
Record-Herald (Sunday).....	175,000
Record-Herald (Week Day).....	120,000
Inter Ocean (Sunday).....	75,000
Inter Ocean (Week Day).....	55,000
Examiner (Sunday).....	475,000
Examiner (Week Day).....	100,000

The truth of the matter is Mr. Mahin should know, as it is published and sworn to frequently, that the circulation of the *Examiner* on Sunday averages throughout the year steady over 600,000; and the circulation of the daily *Examiner* in the city of Chicago alone is almost double what he allows for the entire circulation of the paper, over 180,000. By adding to this the country circulation of the daily *Examiner* it gives a total of over 295,000.

These facts are so well known as to no longer be a matter of contradiction, and none of the *Examiner's* rivals presume to question these figures.

The *Examiner* always stands ready to permit an examination to establish these figures, and only this month has asked for a special committee from the State street advertisers to check up all these figures.

A. W. LAWRENCE, Publisher.

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# JOHN NORRIS DISCUSSES PAPER SITUATION.

Something of a sensation was made at Saratoga, July 7th, when John Norris, of New York, representing the American Newspaper Publishers' Association, addressed the representatives of the Associated Dailies, of New York state, and of the New York State Press Association. Mr. Norris took up the question of news print paper, which he has made a specialty, and went so far as to state that the manufacturers of news print paper have a gentleman's agreement to restrict the output of paper and keep up the price. Mr. Norris said in part:

"The price of news print paper, involving an annual outlay of \$60,000,000, is controlled by a gentleman's agreement which is trying to force an agreed price upon news print paper. In no other industry do makers refuse to sell their product f. o. b. mill.

"The paper mills insist on knowing the buyer's name and the destination of paper before they will sell it. For twenty months there has been an obvious effort to restrict output.

"The penalty that publishers are temporarily paying for this restriction of output and artificial stimulation of prices may be stated, approximately, at \$5 per ton, but the print paper makers are inviting disaster by the inducements they are making for new production. Every artificiality of the sort carries its own penalty and ultimately works to the advantage of the consumer."

## MR. MAHIN'S CHICAGO FIGURES.

MAHIN ADVERTISING COMPANY.

CHICAGO, July 11, 1910.

Editor of PRINTERS' INK:

In your issue of June 30, 1910, in which you ran my article "Sampling vs. Display Advertising Analyzed," I quoted the circulation figures of the Chicago Examiner (Sunday) as approximately 475,000, whereas their sworn circulation statement at present is 624,607, so it should have read in round numbers 600,000.

The Examiner (week-day) circulation at present is in round numbers 175,000.

As the Chicago Examiner has called my attention to this matter, I would appreciate it if you would have the necessary notice inserted making correction.

JOHN LEE MAHIN,  
President.

PROUDFIT MADE ÆOLIAN ADVERTISING MANAGER.

Herbert Proudfit, who for several years past has been assistant advertising manager of the Æolian Company, New York, under John Irving Romer, and who for the past several months has been acting advertising manager, since Mr. Romer's resignation, has been permanently appointed advertising manager of the Æolian Company by Vice-President and General Manager E. R. Perkins.

The Standard Paper for Business Stationery—"Look for the Water-Mark"

**T**HERE are certain Great Names in the manufacturing world that stand for Genuineness and for Sincerity. The best people, socially and financially, use the goods on which these names are stamped.

## OLD HAMPSHIRE BOND

for your letterhead, puts you in the right company.

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND. Write for it on your present letterhead.



## Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

**SOUTH HADLEY FALLS  
MASSACHUSETTS**

Made "A Little Better than Seems Necessary" — "Look for the Water-Mark"

## THE GENERAL MOTORS' MILLION-DOLLAR CAMPAIGN.

PLANS FOR ADVERTISING THE VARIOUS CARS IN THE COMBINE—INDIVIDUAL CARS TO BE INDIVIDUALLY ADVERTISED—NEWSPAPERS IN LARGE CITIES USED LARGELY AT PRESENT—OTHER MEDIUMS ALSO TO BE USED.

*By Theodore F. McManus.*

President, The McManus Kelly Co.,  
Advertising Agents, Detroit.

A vast quantity of copy appearing willy-nilly, week after week, in newspapers and magazines, does not necessarily constitute an advertising campaign.

If we were able to compromise with our conscience we could conceive no simpler way of expending a million dollars for the General Motors Company and insuring our own popularity with the publishing world, than by smearing the nation in this manner.

But we are obsessed with an odd notion that permanent businesses are not built in that cut-and-dried manner. We are haunted by the ghost of mushroom reputations; quickly made and quickly lost. We see in the background next year, and the next, and ten years thereafter. We want to be guided and influenced by the ebb and flow—by the flux and change—by the growth and falling off of the business.

And so we can't escape the conviction that every piece of copy should have a reason for being; that it should convey a message and have a definite mission; that it should set out to accomplish a specific purpose; and that it should be, as far as possible, spontaneous and inspirational.

ADVERTISING TO BE KEPT FLEXIBLE.

With this anarchistic idea in mind of keeping the account just as flexible as possible, it may be that the General Motors' campaign will not concentrate on any one type of publication, at any one time, a sufficiently extravagant amount of brass-band advertising to stir the soul of the advertising solicitor with enthusiasm.

He may not even be conscious that a "campaign" is being conducted. But I cherish a modest hope that the automobile dealer will be complacently cognizant of the fact when his bookkeeper hands in the yearly statement. And I have a further idea that his cash profit will not be purchased at the expense of permanency.

Let me illustrate what I mean. For several years I have had the honor of preparing all the advertising used by two of the constituent companies of the General Motors Company. Both are "large" advertisers in a sense; but mere pygmies in money-spending beside some of the latter-day prodigals of the automobile industry.

I have written every word and line which these two companies have used. But I never wrote a single advertisement for the mere sake of advertising. Moreover, not one of those advertisements was, in the literal sense of the word, mine.

It flowed out of the business. It was the child of the principle upon which the business was built. It reflected the aims and thoughts of the men who shaped the densities of that business. It was created by a condition. A need arose, and was met. It was desired to produce an effect; and we conferred and—produced it. There was absolutely nothing that was haphazard. Everything was calculated.

This does not mean that we ignored continuity. We did not. The advertising was regular, orderly, systematic; and much of it appeared at stated times, in stated ways. But we never spent a dollar for the mere sake of spending a dollar; or for the mere sake of advertising. And in that fine distinction is the difference between mere outgo and real upbuilding; between expediency and solid growth; between the superficial success and the permanent.

The advertising world has not yet awakened to the fact that one of the greatest companies in the General Motors Company [the Buick] has become an advertiser. And in the sense that the phrase is generally understood this company

never will become an advertiser.

The industrial genius at its head [Mr. Durant]—he is nothing short of that—has a healthy loathing for that sort of advertising prattle which fills space for the sake of filling it. I share that contempt.

But this company is advertising—largely, fearlessly, in immediate response to a call for expression which issues from the heart of the business itself. This copy, by the way, issues quite often by wire in large volume. We do not scruple at ways and means when a point is to be made.

#### NO CONSOLIDATION OF ADVERTISING.

There has been no "consolidation" of the advertising of the General Motors Company in the sense that would imply a paralysis of individual initiative on the part of the constituent companies.

Each of these companies is an independent entity—"a free and untrammelled soul," as Golden Rule Jones used to say—exercising the same prerogatives and the same energy and enthusiasm as before.

The larger users of advertising space among the constituent companies at the present moment are the Cadillac Motor Car Company, the Buick Motor Company, the Olds Motor Works, the Elmore Manufacturing Company, the Oakland Motor Car Company, the Rapid Motor Vehicle Company, the Reliance Motor Truck Company, the Randolph Motor Truck Company, the Welch-Detroit Motor Company, the Cartercar Company.

Up to the present time our more active energies have been engaged in considering the newspaper situation in the leading cities. The General Motors Company will be a large user of newspaper space. In many instances the requirements in a single paper will be as high as 150,000 lines. The publishers have co-operated cheerfully with our moderate contention that, where a rate-card does not provide a maximum sufficiently large to meet our requirements, it is only justice and equity

that such a maximum be created.

Where the rate-card provides a proper maximum, we accept its provisions instantaneously; and, in no event, have we permitted ourselves to be tempted into an arbitrary attitude, into ignoring the obvious value of certain newspapers, or into buying inferior or even dubious space, because of inducements offered.

As to whether we stand committed to newspapers or to magazines, it is pertinent to call attention to the fact that the products of the General Motors Company are numerous and varied. They almost run the gamut of automobile types; and each case demands special and most intimate treatment. Moreover, as we have said, each of the constituent plants exercises, to the fullest extent, its advertising judgment; and the net result is a collaboration of the finest advertising experience extant.

This experience has covered the entire available field of publications. It is an assurance—this union of trained minds in each of the several advertising departments—that no hair-trigger decisions for or against any particular type of publication will be indulged in. We have no preconceived prejudices and no immature, dogmatic disposition to sit in judgment on the advertising universe.

Most of the companies named above have been users of dailies, weeklies and monthlies in the past. Doubtless they will continue to be in the future.

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At the Luncheon Club of the Pilgrim Publicity Association, July 6th, C. A. Prosser, Deputy Commissioner State Board of Education, was the speaker. He spoke on "Vocational Education" and was one of the most interesting speakers that has appeared at these noonday meetings.

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The Portland, Ore., Ad Club, at its regular luncheon, July 13th, took up the introductory paper to a series of twenty lectures which are to be given before the club during the coming season. The first paper was by F. E. Scotford, dean of the advertising school of the University of California.

## DO INQUIRIES TELL THE STORY?

AN EXPRESSION OF THE VALUE OF  
THE MAGAZINE INQUIRY WHEN  
USED ON A HIGH GRADE ARTICLE—  
—SOUVENIRS AND INDUCEMENTS  
—DEDUCTIONS FROM "INDESTRUCTO"  
TRUNK EXPERIENCE.

*By Kenyon W. Mix,*

Advertising Manager, National Veneer  
Products Co. ("Indestructo"  
Trunks), Mishawaka, Ind.

Men there are in the country to-day who can justly claim certain rights to the "Quill of the Craft"—men famous for their initiative, departmental economy and judgment of successful advertising media, but who have at some time fallen victims to the deception of the "cut-off coupon," known as the magazine inquiry.

Faulty judgment of not only publication and copy, but of agency service and personal ability, has too frequently been the result of this evasive "will-o'-the-wisp."

Take the case of a manufacturer who is making a meritorious article, selling at a fairly high price, an article which appeals to the man of a comfortable income. This manufacturer has never advertised before, and in consequence must be guided largely by the advice of an agency.

The agency assures him that his goods will warrant a strong campaign of "red hot" selling talk, and prepares strong sales systems, complete to the minutest detail. "Copy that will everlastingly pull" is made ready for insertion in a picked schedule of leading publications.

One of the features of this enormous campaign is the inquiry system—a cut-off coupon that will bring in the names of high-class prospects and also the names of their favored dealers. It is decided, too, that by keying these inquiries a basis will be secured for judging publications, with a view to the following year's allotments. In order to make the quantity of inquiries more sure, and also to impress the "high-class prospect," a "free souvenir"

will be given to all who comply with the conditions set forth thereon. After sending the first "free souvenir" you might just as well address your elaborate follow-up to a cemetery—even the Dead Letter Office can locate them but once. It is true that some very few will later call at the dealers' stores, whose names you mentioned in your "ads."

Does this tell the story of success or failure? Does it prove that the magazines used do not reach the class of readers you want? Does it mean that your copy—your agency service—is weak? In some cases, perhaps, but as a rule it proves nothing of the sort.

People who can and will buy a high-grade product are generally men and women with experience, whose time is valuable and who do not care for free literature. Again, where dealers' names are shown, people who are really convinced by your copy will either go themselves or send someone of the family down to investigate the merits you have claimed. This great mass of buyers will remain unknown to you unless you have some system for tracing the names of dealers' sales, and the actual medium making the sale can scarcely ever be ascertained.

Again, in many cases ("Indestructo" trunks, for instance) the number of sales will far outrun the number of inquiries received. It is possible by a special system to know the name of every purchaser of "Indestructo" trunks from dealers, and it is found that only a small per cent of the inquiries are actually sold. As "Indestructo" trunks were practically unknown before the magazine campaign was launched, and as thousands of trunks were yearly sold to men and women who have never inquired, there are only three suppositions possible.

*First*—The class of people who buy "Indestructo" trunks must be magazine readers who do not answer inquiries but who, convinced by copy, go to a dealer's store and buy on merit.

*Second*—That the inquiries re-

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ceived are largely from people genuinely interested, but who are not at the present time in the market for the product. These may later become purchasers, making it advisable to continue a follow-up, even though that literature goes to some waste circulation, as in the case of —.

*Third*—A class of idle curiosity seekers and children who seem to possess a mania for collecting "free souvenirs."

While the percentage of consumer inquiries actually sold on a high-grade proposition is generally small, it has been noticed that when sales are made they are usually in a territory where no dealer's name is given.

Every inquiry when properly filled out gives the name of the prospect's favored dealer in that line and is a good basis for dealer promotion in towns and cities where there are no agencies allotted. By mentioning the names of the prospective consumers, whom the dealer in the smaller town probably knows, weight is

lent to the value of your agency proposition.

In the United States there are about 15,000 towns below the population of 5,000—according to mercantile agencies. It is much less expensive and in most cases nearly as successful to approach the dealers in these towns through the medium of consumers' inquiries rather than by salesmen.

Some magazines have a clientele that do not take favorably to answering inquiries, and that magazine is generally boosted off the list as a result. There is one magazine in the writer's mind at present which shows the least inquiries and yet the greatest percentage of sales to inquiries. Further, it is positively shown that a very great many sales are made to its readers who have never inquired.

Good confidence-inspiring copy, fully explanatory, yet with a touch of human interest and backed by a good product will make more real sales than all the inquiries in Christendom.

# THE GEORGE L. DYER COMPANY

## 42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency  
Philadelphia and New York

Newspaper, Magazine, Street Car  
and Bill-board Advertising  
Business Literature  
Publicity and Merchandising Counsel

## "STAR CHAMBER" COPY THAT OMITTS STRONG POINTS.

IT'S THE KIND OF ATTENTION YOU  
GET THAT BRINGS SUCCESS OR  
FAILURE—PERSISTENCY AS A RE-  
QUIREMENT—ADDRESS AT CIN-  
CINNATI.

By Ren Mulford, Jr.

Vice-President of the Blaine-Thompson  
Co., Cincinnati.

It seems to me that not a few advertisers seem to be hiding a secret. They put out copy that fails to make clear the strong points of their proposition. They mistake publicity for advertising. A man might attract attention by getting out on a public square and yelling like an Indian, but it wouldn't help him sell any goods. And some of the display that is paid for as advertising, while it may attract attention, fails utterly in arousing desire for personal possession, which, after all, is the underlying object of all good advertising.

The news columns of a Cincinnati paper carried the other day a telegraphic story from New York detailing the sale of an old soap concern that was started back in the days of the Revolution. I've forgotten the name of the firm with such a distinguished mercantile ancestry. The soap they made was not nationally advertised. The point I make is, that despite a business career that spanned half a dozen generations, there wasn't "good will" enough to talk about which could be counted as a real, tangible asset. Advertising makes Good Will.

Every dollar spent in nationalizing a trade-mark is money invested in an asset on which no taxes are collected, but which plays so important a part in successful business. Good Will is worth everything to business. When well done, advertising is an investment, and fortunate is the manufacturer who looks upon money thus spent as one part of his investment ranking next in importance to the high standard of quality he puts into his product.

The manufacturer who believes

in advertising may not be able to see direct results from his advertising, but he *knows* that his salesmen are sending in orders that the other fellows couldn't quite land. There's no telling just what suggestive influence the written word had upon the trade before the salesman came along with his reaping machine. Advertising is the great cultivator. It makes easier the way of the commercial traveler and gives him prestige that the fellow who is representing non-advertised brands cannot possibly enjoy.

Many an advertising campaign has been foreordained to failure not so much because of the weakness of the plan, but of the faltering, weak-kneed, cold-feet faith back of the plan. You wouldn't scatter a handful of wheat in a corner plot and expect to reap next week from a ten-acre ripened field. Some novices think advertising opens a short cut to Quick Wealth. There have been a few advertising miracles—marvelous successes won in a few months—but for every romance in real advertising life there are a hundred stories of enduring success gained by those who know the one secret of abiding business conquest through advertising—keeping everlastingly at it. Before you begin, *be sure of your proposition.*

You must not expect an advertising man to come in and tell you more about *your* business than you yourself know. But the advertising man who knows *his* business can take what you tell him of *your* business and possibly use that knowledge to better advertising advantage than you may be able to do. Ofttimes the margin between the success and failure of an advertisement is a word or two or a phrase which gives to the copy the "one thing needful."

W. J. Hatton, formerly with the MacManus-Kelly Company, has joined the J. Walter Thompson Company forces and will in future be connected with the Cleveland office as a solicitor.

In 1908 he became connected with the *National Stockman and Farmer*, and retained that position until going to Toledo as office manager for the MacManus-Kelly Company.

# A "Boosters' Club" of 60,000 Women

(AND GROWING EVERY DAY)

Two weeks ago it was 55,000

How much would that be worth to your business? Impossible to estimate its value in dollars and cents.

Yet we claim that is what your advertisement in **The Woman's National Daily** gives you, and we have a right to make the claim—we have proved it to hundreds of advertisers.

You can prove it yourself—there's no guesswork about it.

How?

We have

325,000 Yearly Subscribers  
to  
**The Woman's  
National Daily**

That's an uncommonly big figure, too, but we're not going to take time to talk about that now. That's another story. Out of that 325,000, there are over 60,000 women (American Woman's League Members) who are stockholders in **The Woman's National Daily**.

They know that the value of their stock depends on the prosperity of the paper. They know the prosperity of the paper is largely controlled by its advertising pages. They know it is to their advantage to promote the business of our advertisers just as they are loyally supporting every other department of the paper.

Now—with 60,000 women boosting for you all over the country—with a

## Home Circulation of 325,000

(or more) year in and year out—how does our proposition look to you?

And this is only the roughest outline of a plan which **definitely insures organized co-operation.**

Write for details—you'll find them interesting—profitable on the dollar-and-cents side.

## The Woman's National Daily

CAL. J. McCARTHY, Advertising Manager  
University City, St. Louis, Mo.

Chicago Office: 1700 First Natl. Bank Bldg. New York Office: 1702 Flat Iron Bldg.







Through Coupe & Wilcox, the advertising agents, every effort has been made to make the dealer understand the profit in pushing R. & S. silk. The dealers were given to understand that the agents stood ready to design telling advertisements, and in case of need to supply cuts of any width. Instructions were given on attractive window displays, in connection with the local advertising, through a dealers' house organ most attractively and effectively laid out and printed.

For five months Coupe & Wilcox have gotten out this house organ, called *The R. & S. Sham-*

VOLUME 1 MAY 1910 NUMBER 5

# The R & S Shamrock



This Campaign is no "Flash-in-the-Pan" affair. It is a long and arduous one—a few small advertisements here and there, and a routine "Push and Sell" campaign. Full Page Advertisements, Quotations, and the big fashion magazines, with their combinations of color and text, are the big factors in this campaign. The campaign is being carried out by 14,000,000 women—practically every woman in the country.

rock. According to this house organ the advertising of R. & S. has been reaching 24,000,000 women a month.

The Irish idea was pushed in every possible way. Considerable success was gained by an "R. & S. Poplin Week" for the week of St. Patrick's day, March 14th to 19th. It is reported that several hundred dealers took advantage of the suggestion to push the R. & S. line in this way. The goods were trade-marked and christened with such Irish names as Coleen, Dubleen, Kilarneen and Vourneen.



We will represent the DENVER TIMES in the general advertising field from now on. It is a worthy addition to the "Known Circulation" list. We have investigated, sized it up, dug deep and we know, —past good, present better, future very bright.

The A. A. A. examination in February gave its circulation as 27,223,—68 per cent. in the city and 32 per cent. outside. The examination of the Denver papers showed THE TIMES standing second in point of circulation and advertising patronage to only one other Denver paper, and with 50 per cent. more circulation than the one next in line.

New rate card in effect July 1 is 5c flat.

The ownership and management of THE DENVER TIMES are now in the hands of men noted for their success as newspaper builders.

We want to talk it over with you.

SMITH & BUDD CO.  
Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

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# Real Salesmanship in Print

We shall be glad to discuss with you—at any place or time—the methods of masterly salesmanship.

We have built up here—during 37 years—the largest advertising agency that the world ever knew.

It is now growing faster than ever. During the last fiscal year our volume increased by \$2,347,851.

Practically all of this advertising—involving hundreds of articles and many millions of dollars—is done with a visible profit to the advertiser. For no client advertises extensively under our advice without first *knowing* that the expenditure should pay.

Hundreds of interesting advertising successes have been developed with the help of our able men. Among them are some of the greatest successes which advertising ever created.

Let us tell you how these big things were started—often from the smallest beginnings. Let us show you how we tested out our plans—often with slight expenditure.

Let us explain how small accounts grew to big ones, solely from the profits which the advertising earned.

That is the best way to judge the worth of our service as applied to the problems you have.

## Our Methods

You will be surprised, perhaps, when you know what exertion—what knowledge and skill and experience—success in these days requires.

Before undertaking even a trial campaign we often spend weeks in gathering the needed facts.

We send men to the factory to get the maker's view. We send men on the road to get the views of the trade, and to measure up competition. And on many lines we make a house-to-house canvass to get the consumer's view.

In a recent campaign we employed more than 150 men

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to make our investigations. We spent a large sum of money before the campaign was submitted.

Yet in this case—as in all cases—the advertiser was placed under no obligation. He committed himself to no certain expenditure. If the plan proved a failure we were bound to lose full nine-tenths of what we had spent.

But we do all this gladly whenever our judgment tells us a thing can be done. For it could never be done, in all probability, if we acted without information.

The growth of this agency has been astounding. The success of its clients has become almost proverbial.

Some outsiders say this is due to our energy—some to our able men. For it is generally recognized that we have gathered here the ablest advertising corps in America.

But our customers know that our success is mainly due to our thoroughness. We

spend money and time without caution or stint to delve to the bottom of problems.

One of our costliest departments has nothing to do with advertising as most people know it. It is solely devoted to work on the dealer—to securing wide distribution—to inducing co-operation. Men from this department travel on the road to measure up trade conditions.

Profitable advertising, in these strenuous days, requires information as well as ability. The ablest advertising is ineffective if aimed in the wrong direction. It is ignorance of conditions that accounts for most of the failures.

We would like to explain to you how advertising is done by the most successful concern in the field.

If you will simply request it we will send you a man who knows. And the request involves no obligation.

## LORD & THOMAS

Newspaper, Magazine and Outdoor Advertising

Corner 5th Avenue and 28th Street, . . . NEW YORK  
 Corner Wabash Avenue and Randolph Street, CHICAGO  
 New England Representative, Globe Building, BOSTON

## THE SUBTLETIES OF THE CHAIN STORE MOVE- MENT.

IN SPITE OF EXTERIOR TRAPPINGS OF INDIVIDUALITY, THE "CHAIN" IS NEVERTHELESS THERE—THE SIGNIFICANT MOVEMENTS IN THE DRY GOODS FIELD—STRONG CHAIN TENDENCY IN MUSIC FIELD.

By S. C. Lambert.

### IV.

One finds himself in a curious maze of cross currents when he tries to ascertain whether or not there is a tendency to chain store growth in the drygoods field. It is a conflict of interpretation of developments rather than any uncertainty in working out of drygoods selling policies.

The outside observer, after an examination of the leading facts in the retail drygoods business, would be inclined to assert without hesitation that evidences indicate a progress toward an extension of retail outlets. Most impressive is the rapid growth of the H. B. Claflin Company, of New York. This concern is the wholesale branch of the Associated Merchants Company, which is controlled in turn by the United Drygoods Company, with a capital of \$51,000,000. But inasmuch as John Claflin, president of the H. B. Claflin Company, is a dominant factor in the Associated Merchants Company, the Claflin interests are generally considered as being in control of the system of drygoods stores that covers the East.

Some men who are so well informed about drygoods that they are everywhere rated as authorities seem disposed to turn their heads away from the significance of the Claflin activities. Even the recent taking over of Lord & Taylor, and the more recent acquisition of the Tefft-Weller Company, with a capital of \$3,000,000, by the H. B. Claflin Company, have not served to alter the opinion entertained by the authorities referred to that the drygoods business is, by reason of its pe-

culiar nature, exempt from the chain store plan.

Are these men so close to their proposition that they haven't a proper perspective of the situation? It is interesting to inquire whether the investigating layman is right in his idea that such is the case.

Those who maintain that there is and has been for two or three years a rapid branching out which is essentially an adoption of the chain store plan have some convincing facts at hand. In the first place the H. B. Claflin interests control, besides Lord & Taylor and the Tefft-Weller companies, the following large retail establishments: The James McCreery Company, with Twenty-third and Thirty-fourth street stores; Stewart & Co., of Baltimore (formerly Posner Brothers); \$200,000 of the \$250,000 common stock of the C. G. Gunther's Sons, furriers, New York; J. N. Adam & Co., of Buffalo; \$2,400,000 of the \$3,000,000 income bonds and 800 of the 1,000 shares of the O'Neill-Adams Company (formerly H. O'Neill & Co. and the Adams Drygoods Company); Hahne & Co., of Newark; the Powers Mercantile Company, of Minneapolis; the William Hengerer Company, of Buffalo, and the Stewart Drygoods Company, of Louisville.

Then, besides, there are the two great stores of Wanamaker in New York and Philadelphia; the Gimbel stores in Philadelphia, Milwaukee and now New York; the May stores in St. Louis and Cleveland, and a number of other drygoods retail concerns which operate stores in their "home" town and two or three other places relatively near by—an interesting example of which is the Dives, Pomeroy & Stewart string of stores in Reading, Harrisburg, Altoona, Pottsville, Pottstown, Pa.; Chattanooga, Tenn., etc.

It will not do to argue that these are not indications of a chain store trend merely because they are not in all cases bound together with one and the same name, like the United Cigar Stores Company. They are con-

trolled by the same minds and operated harmoniously to bring about the chief interests of their promoter. Through them may be marketed stocks bought perhaps at a bargain. In them may be working out the same policies of retail selling: The "Famous," of St. Louis, and the May Store, of Cleveland, are no less a unit because they bear different titles.

On the other hand, what is the argument of those who say that the chain store system has no vital part to play in the selling of drygoods? The composite opinion of those men whose views are considered weighty is practically this: The retail drygoods business won't stand the planing down necessary to the chain store operation. It is peculiarly a business in which personality is necessary. A store as large as the largest may be operating on, say, State street in Chicago. A smaller establishment just above on the corner has a proprietor on the spot whose tastes are most discriminating, whose anticipations of feminine choice are unfailingly accurate, whose skill in the display of goods is refined and unfailingly tempting. By so impressing these personal qualifications upon his store he may easily pull much of the best trade away from his big competitor, whose operations are mechanically gauged from the distant home office and whose store service would perhaps lack the finishing satisfactory touch which the presence and oversight of the proprietor alone can give.

In a word, it is difficult to standardize the drygoods business. A store which may be brilliantly successful on Fifth avenue, New York, would fizzle dismally on Washington street, Boston. The two publics are radically different in tastes. The policy that built an envious success in New York would meet its Waterloo in the "Hub."

And so on through the country. No two cities are exactly similar in temperament and buying disposition. It is urged that a rigid system would be fatal if inaugurated in a chain of retail dry-



An advertiser using various means of reaching the people of interior New York and New England, after being impressed with our oft-repeated statements of the thoroughness and economy with which THE UTICA

## SATURDAY GLOBE

could be used for that purpose, sent for us.

After looking over the detailed circulation statement, showing the number of copies circulated in each of the thousands of small towns and villages in this section, he frankly brought out his list and cost figures.

We were able to show him where we could give him twice the circulation and a better distribution in this very territory at one-fifth the expense, and almost entirely eliminate the endless clerical work involved in his present plan. It was one medium against over two hundred.

How about your case?

SMITH & BUDD CO.

*Advertising Representatives*

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

goods stores in Buffalo, St. Louis, Louisville and Minneapolis.

One of the gentlemen who was most pronounced in his assertion that the chain store plan was no more than a boggy, as far as dry-goods were concerned, recalled the experience of a "merchant prince" of New York, who has since acquired an interest in two or three other large department stores. This man made his reputation in lower Sixth avenue, New York. He had had a hand in founding a mammoth store in Chicago. He made up his mind to open an establishment for the "elite" in Chicago. He did so. His name was over the door. And, according to reports, this is what happened: A woman would shop through the older store in Chicago. She would wander over to the "elite" emporium, see the displays, notice the name on the store, and say: "Oh, there is no use in going in here. It is Blank's store, and we have just been in his other one. Let's go over to Marshall Field's—he's got an entirely different line of goods."

The ambitious merchant had so closely identified his name with one grade of store service and merchandising that he was literally iron-bound when he attempted to soar to a higher retail condition.

And here was another "clinger" that was adduced by "the negative": "Do you think that a merchant from lower Sixth avenue is temperamentally able to operate in a way that would be most desirable on Fifth avenue, New York, above Thirtieth street? Do you think that he could bring himself to pay \$10,000 a year to some Beau Brummell to stand about and do nothing except to put out a highly manicured hand to the lady who came from upper Fifth avenue and greet her graciously? I believe that he would chew his mustache in his office a while, finally kick himself for maintaining such 'useless' flummery and discharge his faultlessly mannered and specklessly groomed reception man. He would abolish those refinements that would be necessary to give

tone to his establishment. Think of a man like that trying to extend a chain over the country!"

The weakness of such an argument is instantly obvious when it is stated that the Claflin stores operate under their local management. When the Claflins acquire control, the store policy that has been evolved in answer to peculiar requirements is in no wise changed. Lord & Taylor, it is announced, will be, so far as the store visitor can perceive, the Lord & Taylor of old. The Claflin influence will show only on the books in the back office. It is interesting to note that most of these stores have absolutely their own organization, even to the buyers. The two May stores have their separate buyers, as have the two Wanamaker shops. But who shall say that the Claflin stores are not chain stores, notwithstanding?

#### IN THE FIELD OF MUSIC.

The chain of store idea in the music field is growing. *The Music Trades* referred to these articles in *PRINTERS' INK* and printed a surprising list of chain stores. It asserts that the chain system is developing rapidly. It instances the resultant advantages in buying, advertising and shipping.

The list the *Music Trades* publishes is partly as follows:

#### SOME CHAINS OF STORES.

The Æolian Company—New York, Chicago, St. Louis, Indianapolis, Dayton.

The Baldwin Company—San Francisco, Denver, Chicago, Aurora, Indianapolis, Muncie, Terre Haute, Louisville, Boston, Kansas City, St. Louis, Knoxville.

W. W. Kimball Company—Chicago, Minneapolis, St. Paul, Kansas City, Elgin, Freeport, Peoria, Quincy, Rockford, Springfield, Terre Haute, Detroit, Bellevue, Ia.; Des Moines, Grand Rapids, Kalamazoo, Brainerd, Minn.; Mankato, Aurora.

The Cable Company—Chicago, Richmond, Va.; Jacksonville, Detroit, Atlanta, New Orleans, Bellevue, Ia.; Calumet, Mich.; Cadillac, Mich.; Hancock, Mich.; Menominee, Traverse City, Durham, N. C.; Greensboro, N. C.; Minneapolis, St. Paul, Charleston, Knoxville.

The John Church Company—New York, Cincinnati, Boston, Dallas, Chattanooga, Chicago.

The Mason & Hamlin Company—New York, Boston, Providence.

**THE OMAHA DAILY NEWS** HOME EDITION  
OMAHA, NEBRASKA, MAY 22, 1910

**SHIPPERS TO FIGHT ROADS ON RATE RAISE**  
Shippers from White River today began their fight to keep rates down.

**TEMPERATURES**  
At Omaha, Neb., May 22, 1910.  
High 74, Low 54, Wind S.W. 10-15, Clear.

**ROOSEVELT BACKED FIGHT ON UNCLE JOE**  
Roosevelt's fight to keep Uncle Joe from being a free rider.

**OH, WHAT A TANGLED NET WE WEAVE WHEN FIRST WE PRACTICE TO DECEIVE**  
A cartoon illustration showing a man in a suit and hat, looking confused, surrounded by a complex web of lines.

**OMAHA NEW SUPPLY**  
A circular map of Nebraska and surrounding states, showing population figures for each state.

State	Population
South Dakota	469
Nebraska	55023
Iowa	5790
Colorado	413
Kansas	550
Miscellaneous	746

**ACTING AGAINST RAILROADS ORDERED BY SHIPPERS**  
A group of shippers have ordered the acting against the railroad.

**TAFT DOES COUNTY BUT THINGS BECOME WORSE**  
Taft does county but things become worse.

**CLINTON BRIDGE LEFT TURTLE OF 1910**  
Clinton bridge left turtle of 1910.

The total paid circulation of **The Omaha Daily News** for June 1910 was 62,136 a day. More than all the other Nebraska evening papers combined. No liquor or objectionable medical ads accepted.

**C. D. BERTOLET,**  
1105 Boyce Building, Chicago

**JAS. F. ANTISDEL,**  
306 5th Ave., New York.

**OSCAR DAVIES,**  
Gumbel Building, Kansas City.



## "The Economical Way to Cover the Country Is to Advertise by Districts"

### XIV

There are more buyers of advertised goods in proportion to population in

### The Advertising District of Cincinnati

than in any other section of the country. The reason is simply because the people here are earning money. Industries are active—business is booming. And the whole district is a fertile field for the advertiser.

## THE CINCINNATI ENQUIRER

with its great prestige as the home newspaper of this district, occupies a strategic position as an advertising medium. Through *The Enquirer* you can reach effectively and economically the cream of the money-earners and establish a strong and steady demand for your product.

#### Foreign Representatives

I. A. KLEIN  
Metropolitan Tower, New York  
JOHN GLASS  
Peoples' Gas Bldg., Chicago

The Hallet & Davis Piano Company—Boston, Newark, New Bedford, Somerville, Toledo, Plainfield, N. J.; Jacksonville, Fla.; Paterson, N. J.

The Estey Company—New York, Philadelphia, Boston, St. Louis.  
R. Wurlitzer Company—Cincinnati, New York, Chicago, Philadelphia, Columbus.

Starr Piano Company—Richmond, Ind.; Cincinnati, Indianapolis, Cleveland, Los Angeles, Muncie, Hartford City, Dayton, O.; Lorain, O.; Middletown, O.; Piqua, O.; Springfield, O.; Toledo, O.

The Eilers Music Company—San Francisco, Eureka, Oakland, San Jose, Stockton, Boise, Idaho, Portland, Ore.; Albany, Ore.; Oregon City, Ore.; The Dalles, Ore.; Bellingham, Wash.; Seattle, Spokane, Tacoma, Walla Walla.

The W. A. Leyhe Piano Company has opened nine Texas stores in about two years. The movement is rapidly progressing in other sections.

The Columbia Phonograph Company operates a number of stores in various cities; while the Victor Company, however, sells only through agents.

In addition there are about two hundred stores owned by thirty music companies in cities of medium size.

#### UNCONSCIOUSLY LED INTO IT.

In a general way other advertisers have gone into the chain store movement almost unconsciously. Local conditions compelled, perhaps, the opening of one store, and then others followed without scarcely any effort—just a seemingly inevitable drift of necessity. In such lines as stationery and office equipment, retail outlets have been so unsatisfactory that branch stores have been imperative. Yawman & Erbe have stores in New York, Chicago, Washington, Philadelphia, Boston, Pittsburg, San Francisco, St. Louis, Cleveland, Los Angeles, Toronto, Winnipeg, Vancouver, Ottawa, Montreal. The Prince Furniture stores in Allentown, Rochester, Hazleton, etc., is an interesting development in an unexpected line of goods.

The Singer Sewing Machine Company always had chains of stores in cities throughout the country, and much of its independence and trade strength is due thereto. The Waterman Fountain Pen folk have been forced to establish some stores,



and manufacturers with articles like Lion Brand collars and shirts, Crawford shoes, etc., have several stores to their credit.

The Washington Shirt Company, Chicago, has a number of stores. Through the firm of Weber & Heilbronner, New York, The Manhattan Shirt Company operates a chain of nine stores in that metropolis which sell only Manhattan shirts, etc.

Edgar A. Russell, formerly with the Multigraph Company, has started a unique enterprise called the Berkley Associated Stores of America, which is a co-operative catalogue buying house for retailers—an interesting subversion of the syndicate selling idea.

So it would seem that the chain of stores movement has been swelling to proportions really unexpected in the past decade and is as yet only in its early stages of development. It may be watched with profound interest by every manufacturer, retailer and jobber.

FOUNDER OF AMERICAN NEWS  
CO. DEAD.

Henry Dexter, founder of the American News Company, and undoubtedly one of the leading figures in the publishing world of the last half century because of his official position, died at his home in New York City, July 11th. Mr. Dexter was 98 years old. His death came suddenly, he having been taking daily walks in the park, as was his custom, not long before the end came.

Mr. Dexter was born in West Cambridge, Mass., March 14, 1813, and came to New York in 1835 where, for a time, he was in the hardware business. In 1842 he conceived the idea of working out a plan for the consolidation of the leading newspaper dealers. This plan eventually evolved into the American News Company, of which he was president until 1896. He was also the organizer of the similar London corporation known as the International News Company.

Mr. Dexter was a founder of the Metropolitan Museum of Art, New York, and was deeply interested in the New York Historical Society.

Recently Mr. Dexter published a collection of letters he had written to newspapers on a number of topics between his ninetieth and ninety-fourth birthdays.

The Morgan-Wilson Company, of Chicago, has been organized to do a general advertising business

## The Best of American Citizenship

☞ The process of selection, which is a necessary part of Collier's subscription methods, results in automatically weeding out the "undesirables," from an advertiser's standpoint.

☞ 550,000 of Collier's circulation is in subscriptions, classified as to occupations.

☞ Any advertiser may have these tables and see for himself that the factor of waste circulation is practically eliminated. There is none.

☞ The 550,000 subscribers' homes would make for the average American advertiser a well nigh perfect selected mailing list. ■

*E. L. Patterson.*  
Manager Advertising Dept.

## Collier's

THE NATIONAL WEEKLY

## AMERICAN INFLUENCE ON BRITISH ADVERTISING.

AMERICAN ADVERTISERS HAVE SET EXAMPLE OF LIBERAL APPROPRIATIONS—NATIVE ADVERTISING HAS GREATLY INCREASED SINCE "PRINTERS' INK" WAS FOUNDED—AMERICAN COPY NEEDS EDITING FOR BRITISH MARKET.

(Special Correspondence.)

CLUN HOUSE, London, Eng.

During the one-and-twenty years since PRINTERS' INK has been regularly published every week, the art-craft of advertising in this country has undergone developments which may be called revolutionary. Our practice has undoubtedly been influenced by PRINTERS' INK. It has also been influenced by American newspapers and magazines received in this country, and likewise by Americans entering the British field and bringing their own advertising methods with them.

### ENGLAND BEING AMERICANIZED.

One of the most frequent comments on advertising in this country is that it is becoming or has become Americanized. I do not think that there is any doubt that this is true. Advertising would have developed here and developed largely, if America had been in another planet or otherwise shut off from communication with England. But it would not have developed on exactly the same lines. Advertisers like John Morgan Richards, the Pianola Company, the Quaker Oats, Force and Grape Nuts companies, the Gillette and Autostrop Safety Razor companies, California Fig Syrup Company, Mr. Selfridge, the Kodak Company, the Fels Naptha Company, Robert H. Ingersoll & Brother, the Saxone and other American Shoe companies, the Monarch, Smith Premier, and other American Typewriter companies, the Waterman Pen Company, the Gramophone Company—to name at random only those which occur to me at the moment of writing—have by their example and methods been for a long while

suggesting to the purely British advertiser American ideas. Paul E. Derrick has been an advertising agent here almost as long as PRINTERS' INK has been a newspaper. A sufficient proportion of the most liberal and most successful advertising done in this country has American energy behind it to affect very materially the British idea of how advertising should be done.

### THE ALL-BRITISH ADVERTISER.

Alongside of the growth of American advertising here there has, of course, been a big growth of purely native enterprise. The most noticeable thing, perhaps, is that where twenty-one years ago there were perhaps not more than ten or twelve individual firms that could be called really large national advertisers there are fully a hundred separate concerns that are entitled to be thus classed now. Pears was the only big toilet soap advertiser then. Vinolia and Erasmo Soaps probably have as much spent upon them now as Pears. Mr. Beecham is still the biggest man in the pill line, and Cadbury is probably the largest advertiser of cocoa, though Rowntree now runs him very close, and when PRINTERS' INK was founded Rowntree had not gone into large advertising. Neither Dewar, Buchanan nor Walker then spent anything like the present appropriations in advertising whisky. Big furniture advertising in full pages by the instalment plan companies has all come into being within the last twenty-one years; so has Coleman's Wincarnis, a meat wine. Sunlight Soap for laundry use was the only big advertiser of the time I speak of. Now as well as Fels Naptha we have Watson's Magic Cleanser, Omo and other quite big competitors, all prosperous, all apparently creating business for themselves. No textile except Louis Velveteen was much advertised in the early nineties. To-day we have Viyella, a bunch of underwear manufacturers, Priestley's Dress Fabrics, Cravenette, and Noble's Serges; and Mr. Derrick, last year, persuaded a very im-

important Manchester textile house, Tootal, Broadhurst, Lee & Co., Ltd., to go into general advertising. Bovril had the liquid beef extract business to itself, but now has to divide it with Oxo, or rather the market for liquid beef extracts has been extended so as to accommodate both. Mellin's had the infant food business in their hands as the only very large advertisers. Now Allen & Hanbury's, Nestle's, Savory & Moore's, Horlick's—to mention only the more conspicuous foods—are all spending as much as Mellin spent then. No tobacco, cigar or cigarette was in the first rank of expenditure. Allen & Ginter had been very big advertisers in the eighties, but by 1890 they had shut down, and the British manufacturers, though they were advertising pretty steadily, were not advertising largely. Half a dozen branches of the English tobacco trust, the Imperial Tobacco Company, are very big advertisers today—collectively quite as big as Allen & Ginter ever were—and there are one or two firms outside the trust which also advertise freely to smokers. Not only because there are more big advertisers, but also because there are many more big advertising opportunities, more newspapers, larger circulated newspapers, cheaper newspapers, larger and better filled wall stations, the total national expenditure upon advertising must easily be six or eight times now what it was in 1889 and 1890.

#### THE EFFECT OF EXAMPLE.

To a very considerable extent, American example and competition have pushed British manufacturers into larger and larger advertising. The firm of Allen & Ginter, already twice mentioned, were the pioneers of big press and outdoor advertising for cigarettes. Nearly all the big medicine advertising, outside of Mr. Beecham's enterprise, has either been American in origin or greatly influenced by American example. It is not merely the manner but the extent of American advertising which has affected this field. The British



There was a time not so long ago when the other Syracuse newspapers ignored THE SYRACUSE EVENING JOURNAL. Then they began to "damn it with faint praise." Recently they have continued the latter operation, omitting the "faint praise," apparently all because THE SYRACUSE EVENING JOURNAL has by leaps and bounds outgrown its afternoon contemporary in point of circulation, and is giving the morning paper a "fast race."

From the standpoint of local circulation it leads them both. From the advertising standpoint it also leads them both in local as well as foreign business.

It pleads guilty to the fact that it does not charge as high a rate for its advertising space as either, but frankly, does not expect to be severely punished for the crime.

#### SMITH & BUDD CO.

##### Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

advertiser tends to small movements. He likes to begin experimentally, and very often he fails, not from rashness, but from timidity. On the other hand, English advertisers have ideas of their own which Americans have adopted. In place of trying to cover the whole country with small advertising, British manufacturers now quite commonly take a restricted area and cover it completely, using large space which they could not afford or would not care to risk the price of if they were covering the whole country. This plan I believe is of native origin.

#### THE FULL PAGE.

It used to be quite a sensational thing for anybody to take a full page in the *Times* or in any other big London daily twenty-one years ago. It was an American concern that first used full pages in dailies. There is never a week passes for any London daily paper now without at least one full page appearing, and often you will have two or three full pages in one issue of a newspaper. The *Daily Mail* often has fifty or sixty full pages in a single month, most of them British.

#### THE POLICY IDEA.

Much more thought is given to advertising now than twenty or thirty years ago. More thought needs to be given; the general average of advertising is better. When English people realized that a large space would not do the whole business, but that the matter put into the space counted for something, there came a time when it was considered that the copy was the only thing that mattered. Now we have reached the scientific stage, when we realize that the policy behind the copy is the really important thing. Scheme advertising is one of the things that we owe to American example. The whole of the big advertising done by America for the *Encyclopædia Britannica*, the *Century Dictionary*, the *Historians' History of the World* and similar publications, has been scheme advertising. The adver-

tisements did not attempt to sell the goods, though they did sell them to a certain extent. What they aimed at was to get applications for booklets describing the books, and then to follow up the applications until they were turned into sales. Similarly with a large part of all the advertising in the English newspapers now. Where formerly the name of the goods was pretty much all that an advertisement contained, fully twenty-five per cent of all the advertising published now makes some sort of attempt to get into communication with the buyer. The other day John Broadwood & Sons, the oldest piano people here, the people who made Beethoven's and Chopin's pianos for them, and Handel's spinet before that, had a full page in the *Daily Mail*. If they had ever had the idea of advertising to this extent twenty-one years ago (which they hadn't) they would certainly have advertised the pianos and let it go at that. But in their full page in the *Daily Mail* they advertised their "Book of the Piano." The page sold pianos right enough: the first caller to come in after a grand piano was there by eleven o'clock the same morning that the advertisement appeared. But the bulk of the result has come from the circulation of their pamphlet and the following-up of the inquiries. An advertiser does not nowadays, as he used, simply go to work to sell goods. He thinks out carefully what is the most likely way to create a *desire* for the goods. Very often he does it obliquely. Almost infinite subtlety and forethoughtfulness are put into the planning of a campaign.

This is quite an American innovation. The traditional English notion about advertising is that if you name your trade-mark often enough you will get people to say "Pears" when they think of soap, and that that is all you need to do. On a large scale, the idea of driving into a man's mind the notion that only one kind of soap will do for him "because . . ." is American and not English in its origin.

THOMAS RUSSELL.

Advertisers know that

## *The Providence Journal*

is the only morning paper in a remarkably prosperous group of six cities and forty towns.

They should not overlook the fact that

## *The Evening Bulletin*

is THE LARGEST DAILY NEWS-PAPER in NEW ENGLAND, and has by many thousands the largest circulation of any daily in these six states, outside Boston.

***BOTH ARE TWO-CENT PAPERS***

*Advertising Representative*  
**CHARLES H. EDDY**

New York  
1 Madison Avenue

Providence  
Journal Building

Chicago  
150 Michigan Ave.

## HOW TRADE-MARKS AND ADVERTISING CREATE VALUE FOR BUYER AND SELLER.

THE RESPONSIBILITY THAT GOES  
WITH A TRADE-MARK—HOW CON-  
SUMERS GET VALUE OUT OF IT—  
THE FALLACY OF LOWER PRICE  
VERSUS TRADE-MARK QUALITY.

*By John Lee Mahin.*

President, Mahin Advertising Company,  
Chicago.

The adoption of a trade-mark places responsibility upon the originator of an article. It naturally forces him to take greater care in its production. It gives all his thought to his labor, develops his skill, enlarges his mental horizon and develops in him greater capacity for service in his special line.

When Thomas Jefferson was Secretary of State, Samuel Breck, a sail-cloth maker of Boston, petitioned Congress to be allowed to register his trade-mark. The matter was referred to Jefferson, who reported favorably, and gave his opinion that it would "contribute to fidelity in the execution of manufacturers to secure to every manufacture an exclusive right to some mark on its wares proper to itself."

On the other hand, the confidence that the buyer possesses in an article trade-marked, saves him and her from the mental effort to exercise choice. It economizes the time necessary in making purchases. People are thus enabled to secure the best expression of the labor of others, and to give to their own work the highest powers which they are capable of.

Salesmanship, too, makes merchandise more valuable. The creative salesman teaches the buyer to use what he sells him, so that he or she can get the utmost efficiency out of it.

The salesman, whether he is a retail clerk or a commercial traveler, must be able to accurately gauge the present state of mind of prospective buyers to lead them in making their choice. A salesman who does not lead his customer a little bit will not com-

mand that prestige that is necessary to his ultimate success.

A salesman who represents that an article will be of greater service than it can be depended upon in actual use, is essentially dishonest, injuring both himself and his customer.

A salesman, however, who instructs his customer in new uses of the article that he is selling, which the purchaser might otherwise overlook, is investing the merchandise he handles with more value than it could possibly possess if sold by an indifferent salesman.

The trade-mark visualizes all of the uses which creative salesmanship, both through personal talk and the use of space in magazines, newspapers, street cars and bill boards, has put into the minds of possible customers in connection with the article he is selling.

When these thoughts are developed in possible purchaser's minds in connection with the trade-mark symbol, the appearance of the trade-mark on an article of merchandise at once calls up these thoughts, and the buyer unconsciously associates all he has been told in connection with the trade-mark with the article before him.

What about competition between manufacturers in the same line of goods, all of them working on the trade-mark idea, and none of them being able to produce goods that intrinsically are different in quality or character?

To my mind this situation is very simple. A man, for instance, who assumes that the salesmanship and advertising that is necessary to keep a brand of washing powder on the market adds cost to the consumer, and assumes he can sell the same article for less money and reap the benefit of the market created by the manufacturer who sells his goods under a trade-mark, is dishonest in his instincts and necessarily is bound to fail.

His success can only be possible along the lines that piracy or highway robbery can be considered successful. Fortunately we have

so many evidences, however, that the man who possesses a franchise in the form of good will in the mind of the general public toward his merchandise, is stronger than any of the powers of pillage or piracy that can be brought against him.

The dealers, as well as the consumers, have been educated to believe that a lower price is in itself a confession of inferiority, and the extra cost that apparently is paid by the consumer for the perpetuation of the salesmanship and advertising of the trade-mark is so small that its elimination by the non-advertising manufacturer gives him practically no advantage in the market.

If, however, the competing manufacturer goes into a line

of business that has already been established by another, who has used the trade-mark to anchor his creative sales and advertising efforts, and competes with him intelligently along advertising and sales lines, this competition is a distinct advantage to the original manufacturer, and the dealer and the consumer.

This is not competition based on the degrading price basis which means the elimination of quality standards. The manufacturer who lets his competitors make his prices loses his sense of responsibility to his customers. He places a premium on mediocrity, slovenliness and carelessness. This is the inevitable result where men feel no pride or responsibility in what they do.

**1847 ROGERS BROS.**  **X S TRIPLE**

*"Silver Plate that Wears"*



The famous trade mark  
**"1847 ROGERS BROS."** guarantees the *heaviest* triple plate.  
 Catalogue "P" shows all designs.

**MERIDEN BRITANNIA CO.,**  
 (International Silver Co., Successor)

New York   Chicago   MERIDEN, CONN.   San Francisco

"Here's fifteen dollars from a stranger for something he never knew he wanted from men he knows nothing about"

**T**HE above quotation is taken from the letter of a correspondent who received a circular letter framed up by one of our experts. It shows that we have mastered the science of letter writing by

**AROUSING ATTENTION, CREATING INTEREST,  
 FANNING DESIRE AND STIMULATING TO ACTION**

Those are four principles that govern the construction of the *selling letter*—they are embodied in every circular letter we put out. Can you use such business getters?

**The Business Development Company of America**  
*"Writers of Circular Letters"*

110 NASSAU STREET : NEW YORK CITY  
 Phone Cortland 5374



# COMFORT

Key to Happiness and Success  
Million and a Quarter Homes

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE

VOL XXII

SEPTEMBER  
1910

Publisher  
August  
Mann



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New York  
WALTER R.

## SEPTEMBER COMFORT

is the opening gun of our fall subscription campaign with all the advantages to our advertisers which that fact signifies.

*Special Low  
September Rate  
\$4.00 a Line*

has proved, as intended when we established this special September rate two years ago, an alluring inducement to wide-awake advertisers to use large space in our early fall issue, and results have been mutually satisfactory. September is the last of our four special rate numbers, and our regular rate of

*\$5.00 a Line is in  
effect for October*

"Anybody here seen" a magazine  
That shows a summer gain like COMFORT'S?

COMFORT'S gain in advertising was 67% in June and 86% in July this year over corresponding months last year.

September forms close Aug. 15.

Apply through any reliable agency or send direct to

**W. H. GANNETT, Pub., Inc.**

New York Office: 1105 Flatiron Bldg.  
WALTER H. JERLING, Jr., Representative

Augusta, Maine

Chicago Office: 1635 Marquette Bldg.  
FRANK W. THOMAS, Representative

ST  
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HOME CIRCLE

NO

TEMBE

Published  
August  
Maine



We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

## STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
HUMBOLDT BANK BLDG.  
SAN FRANCISCO

## INTERESTING THE SMALL RETAILER.

SECURING MORE EFFECTIVE WINDOW  
DECORATING—METHODS OF CLOSER  
PRACTICAL SELLING HELP—SOME  
FURNITURE EXPERIENCES.

By Louis Henry Martin,  
Advertising Manager, Globe-Wernicke  
Co., Cincinnati.

### II.

With agreeable store environments as a background, it is, indeed, a poor salesman who cannot discount the claims of any magazine advertising, no matter how cleverly it may be drawn or written.

Because our own company has just closed a fairly successful window advertising campaign, and the interest of the merchant in the small town on this subject has been so keen, it has opened our eyes to the opportunities that we never before dreamed of.

Have you ever read that volume by the Merchants Record Co. of Chicago, entitled "The Art of Window Decorating"? When you want some co-operation in the way of a window display on the part of some lukewarm merchants, spend \$3 by sending him a copy.

He'll not forget it as soon as a lunch, and you'll get better returns on the investment, especially if you include a portfolio of plans showing displays of your own goods as made by other dealers handling your line.

To what extent some manufacturers are earnestly co-operating with the local dealers in newspaper advertising, is illustrated by the publicity work done by the Hoosier Manufacturing Co. of New Castle, manufacturers of the Hoosier Kitchen Cabinet.

For a long time this company attempted to induce dealers to do a large amount of advertising by offering suggestions to plans, cuts and copy through their house organ, *Hoosier Ginger*.

Realizing that one example was worth a dozen theories, they took over the responsibility of actually handling and placing *all* the advertising for a local furniture

store—The Holloway Wright Co., of New Castle. That is, they made up *all* the copy for *all* the goods so'd by this store.

As to the results of this plan, I quote from a letter received from E. G. McQuinn, Sales Manager, last week.

"We decided first how much we could spend per month to advertise the store. Believing that the result-bringing value of a given space is doubled many times over if filled with good copy and superior cuts, we determined to set aside a part of our appropriation for new cuts and drawings.

"We used no cuts that were shabby or did not do justice to the goods themselves. We made our typography artistic, pleasing and legible as possible, using, but not wasting, white space. We planned our copy a month beforehand to cover subjects which would be seasonable, and we wrote the copy deliberately. We put on no special sales or unusual attractions, but published our ads regularly according to plan.

"Nothing startling happened in the first few weeks, but the business soon began to increase, and it has kept on increasing down to the present writing. Last year this store sold sixty-five kitchen cabinets—this year it has sold seventy-five during the first five months, and has seven months yet to hear from.

"We believe that in looking up your records you will find this store has made similar increase in its sale of your bookcases. Having proved in this way, beyond a doubt, that the advertising pays, we now offer the same service which we give to the Holloway-Wright Company to other dealers.

"A month in advance we send to each dealer a proof sheet showing all the ads for the coming month, with a clear statement of the dates on which they are to be run, and the place from which the cuts can be obtained. All cuts used in ads of Hoosier Cabinets we furnish free.

"We state the names and addresses of manufacturers of other kinds of furniture whose cuts they can obtain free, and for spe-

cial cuts which we have had made we refer to the engraver who can furnish them. The price for these cuts is stated on the proof sheet, and ranges from 50 cents to \$1.50 per cut. This price is generally but a small fraction of the cost of the space which is used, and worth many times its cost through the effectiveness it gives the ad.

"Dealers are, of course, free to use all or only a part of the ads we furnish, and to substitute their own cuts or copy where they wish. The number of users of this service has been growing from month to month, and the results obtained by these dealers compare well with the splendid results we are obtaining at the Holloway-Wright Store."

The importance of keeping the small merchant fully advised in advance of your plans and of presenting these plans in such tangible, concrete form so that they will sink in deep enough to create a single thought wave, must be admitted, if Mr. F. C. Merrill's statement is authentic, that 95 per cent of the merchants in the small towns have no conception what it costs them to do business, and are unable to tell with even approximate accuracy what methods for inducing sales are profitable and what are useless.

So many of us act impulsively, and, in our rush to get material out, we overlook the fact that Mr. Merchant may not be in a receptive mood to accept our gratuitous literature at the time we send it.

Just as your bundle of advertising dope is being delivered by the express man, he may be telephoning to the doctor about the baby's measles—and that baby is far more important to him than your *de luxe* edition of "Why everybody should buy starch in labeled packages."

The tons of circular matter turned over to the agents with no instructions about its distribution, and which he accepts as "stuff," may help pay dividends to engraving and publishing houses, but it is a woeful waste of raw material.

The investigations of our traveling men on this subject have in-

fluenced us to put up our packages of advertising matter somewhat like the doctors' prescriptions—wrap it—label it and tell when and how often to use it.

The advertising theorist who dreams that deckle edge booklets in weathered oak covers, harmonizing with mezzo tint stock, printed from some symbolic text, will cause the dealer to be more economical as to the amount he puts in the furnace, has another guess coming.

He frequently does not know enough to know the difference—why should he? His training has not been along such lines that he could acquire this information, and paper to him is simply convenient material to write on—print on and wrap with and start fires.

Consider what the national advertiser has to contend with when such a report as the following becomes public:

"In not one single case during an investigation covering fourteen states, from Iowa on the West to Maine on the East, did a single merchant interviewed have a stated appropriation for advertising set aside for use during the year, and he is not prepared to spend more than a very small percentage of his own money for that purpose, and he regards as foolish the manufacturers who do."

Such a report only emphasizes the importance of getting the merchant started in an advertising primer, before advancing speculative theories about percentage valuations of this, that and the other kind of advertising medium.

Do you know that the millionaire publisher, Munsey, is the proprietor of the great Mohecan chain of grocery stores in the East—that his customers have to come to him for their cash purchases—he has no delivery wagons, nor will he carry any accounts?

I venture to say that there are not ten groceries in the city of Milwaukee who know what the percentage cost of their operating expenses is represented in their delivery wagons, not to mention how they could advertise such store economies to advantage.

In the first place, no amount of advertising is going to establish business on a friendly basis, until the merchant has absolute confidence in us as individuals, man to man.

He is keeping his weather eye to see the motive back of every advancement we make to him—and he is perfectly justified in doing it, just as much so as any purchasing agent.

The other day I saw an advertisement emanating from a Milwaukee furniture house—that appealed to me as containing one of the strongest arguments for promoting confidence that I ever read.

Although my Grand Rapids friend will not likely admit it, we also manufacture furniture, and, naturally, I wish I might have been the father of the thought contained in the following lines of this particular advertisement:

The Mayhew case is rested finally, not upon Mayhew salesmanship or upon Mayhew advertising, good as we want these to be—but upon Mayhew Furniture—the product of two generations of fidelity to definite ideals and specific standards of design, manufacture and marketing of furniture.

And the honest manufacturer must realize the great truth of this statement if he wishes to establish the confidence of the dealer, that overtrained salesmen and expert advertisers are but an artificial method of building up a lasting reputation, and I tell you there is mighty little satisfaction in being in business to-day unless there is a definite ideal before one.

Look around the thousands of homes containing furniture bought ten or fifteen years ago—much of it is the same character as the modern installment house advertises so extensively to-day for newly-married couples at \$75 for three rooms and \$1 a week down. Is that kind of advertising or that kind of furniture helping the small merchant to any permanent or lasting reputation? Never.

Eventually it will and should bring him into disrepute. You ask the housewife who has had it a few years in her home, what she would like to do with it, and

if she speaks honestly, she would say "touch a match to it." She has grown to hate it. But her displeasure does not stop with the furniture—it also includes the merchant who originally advertised and sold it.

"Whatever you do, don't buy your furniture in that store," is the injunction her daughter will receive when she furnishes her house. So the opportunity to build up a lasting reputation can only be bolstered up temporarily by an extravagant use of newspaper space, a phase of modern commercialism that must leave a bad taste in the mouth of every merchant who must of necessity use it to make any sales whatever. Rather teach him to sell the class of goods and only that class that in after years will cause two smiles to grow where only a frown grew before, as Wilder might express it.

Some manufacturers have a mistaken idea that they can mold public sentiment by what they term the brute force of advertising—sledge hammer methods.

Some politicians have the same idea, but I hope they will realize one of these days that public opinion is the most costly commodity on the market, and that the supply is too abundant to ever be cornered.

And we can win the co-operation of the small merchant if we ourselves drop that attitude of class distinction—treat him as a man, with just as much of a right to a share of the world's plunder as we have. His problems are not the kind to be solved easily by correspondence. If we have confidence in our own theories and judgment we should be willing to get in personal touch with the view points—and glad to shoulder the burden of his perplexities.

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It is stated in Berlin, Germany, that the German Kaiser so far appreciates the power of the press that he has announced his intention of starting a modern newspaper solely with the object in view of combating socialism. Needless to say the newspaper will have a large financial backing. It will be sold at a low price and this is expected to give it a large circulation.

## MANUFACTURER'S ADVERTISING MATTER FROM RETAIL VIEW.

THE IMMENSE QUANTITIES SENT TO DEALERS—NEED FOR MORE CONCENTRATION ON CONSUMERS RATHER THAN ON DEALERS—PRACTICAL PLANS FOR SUCH DIRECT WORK.

By C. E. Wright.

Managing Editor, *The Hardware Trade*, Minneapolis.

I have been interested in the articles appearing in *PRINTERS' INK* by H. M. Horr, of the Oakland Chemical Company, of New York, in reference to the use of printed advertising matter by druggists.

Personally, I know nothing of the troubles of the manufacturing or retail druggist in this regard, but I do know that there is no class of merchants so overloaded with advertising material of all sorts as are the hardware dealers.

The hardware dealer in the small town, who has no advertising man and who writes his own advertising, when any is written, besides working behind the counter, keeping the books, dusting the showcases and sweeping the floor, is literally swamped with advertising matter—good, bad and indifferent—which he is expected to distribute among his farmer customers.

Recently I was in a hardware store where the proprietor, an up-to-date merchant, had made a sincere effort to keep manufacturers' advertising matter in an orderly way and give it out as rapidly as he could. But the receipts of this advertising were much heavier than the outgo, and the shelves provided for the advertising were so overcrowded that he had given up in disgust and was just about to throw the whole lot into the furnace.

Many manufacturers are disposed to blame the retailer for letting this printed matter go to waste. Yet it is a fact that if every retailer used all of the free advertising matter that is sent to

him it would require more time, trouble and money than the results would be worth. His farmer customers would be receiving his printed matter so frequently that it is doubtful whether any of it would ever be read. A good thing can be overdone.

Advertising matter that is sent out promiscuously to merchants is simply wasted. Even when the merchant requests the manufacturer to send advertising matter, it is not always possible for the merchant to use it when it comes. Competent help is scarce in the country districts and a sudden rush of business may make it impossible to get such advertising matter into the hands of customers. The big city stores have advertising departments that could take care of such things, but the small merchant is frequently so engrossed in raking in the dollars over the counter that he forgets that advertising is the most important thing in his business.

The most successful plan of getting advertising matter into the hands of consumers is not via the dealer route, but direct by mail from the manufacturer to the consumer, with the co-operation of the dealer.

The Estate of P. D. Beckwith, Inc., of Dowagiac, Mich., manufacturers of Round Oak stoves, ranges and furnaces, have found this plan a great success, I am told. They obtain lists of prospective stove or furnace buyers from dealers and work up these prospects by means of personal letters, at all times keeping the name of the dealer in the foreground. They do not load up the dealer with more of their printed matter than he can use.

The American Steel & Wire Company is a large concern whose methods along this line have brought splendid results to small country merchants. This concern manufactures wire fencing and similar wire products. A farmers' magazine is published at frequent intervals during the year and is sent direct to the dealer's mailing list whenever the dealer is willing to furnish such a list.

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Each magazine is stamped with the dealer's name. The dealer gets the benefit of the advertising and is saved the expense of postage and the time and trouble of addressing the wrappers, which would result if he were to attempt to send them out.

A Minnesota hardware dealer in a town of about 1,000 population, who does an annual business of nearly \$100,000, which is exceptional, has enlisted the co-operation of the advertising managers of a number of large concerns from whom he buys goods and these concerns send out personal letters for him to his customers once or twice a year.

He has prepared a mailing list of 1,400 names and has made about twenty copies of this list. A list is sent to each manufacturer and whenever any one of them has anything of an advertising nature to send out he is requested to mail the same direct to this dealer's customers. In addition they prepare the personal letters for him, inserting the names of each customer with typewriter, and even provide the postage stamps for mailing. The letters, all prepared, are sent by express to him and he mails them to his own customers at his post-office.

This plan may appear to have the semblance of a scheme to "work" the manufacturers for free advertising, but a great many manufacturers are willing to spend their money and the results the dealer gets in sales must justify the expenditure, else these manufacturers would not continue to send out this advertising free year after year.

These letters, by the way, are written on the dealer's letterheads and signed with his name.

A much better scheme of advertising to the consumer through the dealer, I should say, than to let it remain on the dealer's shelves until it grows dusty, faded and musty from age.

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The Hunton & Nester Agency, of Evansville, Ind., has moved into the Boonville National Bank Building.



Believes in the good faith of the advertisers whose business announcements appear in its columns. Advertising of doubtful nature or from questionable sources is not accepted.

GRIT'S advertising columns are of great interest and value to its readers. They are in a sense a market place for them. GRIT strives earnestly to make them a market place of high reputation, free from fraudulent users.

GRIT wants its readers to patronize the advertisers who spend their money in its advertising columns, but is quite as anxious that every one of those readers who spends a dollar in response to the advertising that appears shall get value received.

The co-operation of GRIT'S readers, GRIT'S advertisers and GRIT'S publishers in this connection make its advertising columns of great value to all concerned.

COME IN.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

## ADVANCEMENT IN PRINTING MECHANICS.

ESPECIALLY AS AFFECTING NEWSPAPERS—THE TYPE-SETTING MACHINES—THE STEREOTYPING DEVICES—THE WONDERFUL IMPROVEMENT IN PRESSES—THE "QUAD" MACHINE—THE AUTOPLATE—EXTRACT FROM ADDRESS BEFORE FRANKLIN INSTITUTE.

By Henry A. Wise Wood.

Inventor of Auto-Plate Stereotyping Machine; President, Henry A. Wise Wood Co., New York.

The great impetus given the typographical art by the introduction of "movable types" was due to the ease and economy with which text could be prepared for the press, and after printing the type page be resolved again into its component characters, which thereupon were fit and ready for further use. It required a high degree of special knowledge and great dexterity. With the setting, or "composition," of a page the type-setter's work did not end; when the page was no longer required he had also to "distribute" the type it contained.

Meanwhile the growth of the newspaper in telegraphic matter and general bulk was pushing it on to demand still more rapid and ample appliances; and these, so far as the composing-room was concerned, were at last supplied by Mergenthaler's matrix-setting-and-type-line-casting machine, called the Linotype (line of type).

Upon the heels of the success of the Linotype came another device, the Monotype, which, although not of so great value to the newspaper publisher, was gladly received by the printer of books and commercial work.

Where an expert compositor formerly could set by hand but 750 "ems" an hour, he has been known, with a modern machine, to set from 3,000 to 12,000 ems. Such large daily papers as the New York Herald and the New

\*The "em" represents the square of the size of the type used, and is derived from the letter M, which is as broad as it is long. It is the unit by which composition is measured; if a column is 12 "ems" wide, and 60 lines long, it is said to contain 600 ems.

York World use from sixty to seventy Linotype machines each.

Coincident with the introduction of movable types one first hears of the printing press. This instrument is said to have come of humble origin; to have been, in fact, but a development of the cheese or cider press common in mediæval times.

As an increasing speed of production is ever of the essence of industrial progress, the mechanical species which survive are necessarily those which lend themselves to celerity. Of such a species was the cylinder printing press.

Fifteen hundred papers an hour were not, however, long going to satisfy a public rapidly growing in its appetite for news; so another step was taken, this time by Applegath, for the London Times. By setting a cylinder upon its end, its axis in vertical position, and fastening into it the metal column rules of the paper, Applegath was enabled to lay the columns of type between these rules and so clamp them to the column-wide facets of his cylinder as to cause the type to withstand the centrifugal force of a quite respectable velocity of rotation. About this type-bearing cylinder were set parallel sheet-bearing cylinders, to and from which hand-fed sheets were conveyed by rather complicated systems of tapes. In this way the Times, for many years, was printed. Hoe, in this country, conceived a better arrangement. By the use of wedge-shaped column rules he was enabled so firmly to hold the columns of type in place as to enable him to set his cylinders in a horizontal position. Hoe presses having four, six, eight, and even ten sheet-bearing cylinders, which ran in contact with a central type-bearing cylinder, came into general use. Having a "speed" of two thousand turns of the type-cylinder an hour, such a press, with ten sheet-bearing cylinders, was capable of turning off twenty thousand sheets. These, being printed upon but one side, had, of course, to be put through the press again, the type-pages, mean-

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while, having been changed. Hoe's next step was to place in a machine two type-bearing cylinders, so that both sides of a news sheet might be printed at a single operation.

But even ten or twenty thousand newspapers an hour failed to satisfy the growing public need. The presses of the day were already working at top speed. Typesetting was so slow and costly that forms could not be set for more than one press; so an establishment was limited to the use of a single machine. For some time there had been known and used the process of stereotyping, which was that of producing replicas of a form of type, in type-metal. To practise stereotyping a type-form was stamped into a moist clay surface, where it left its impression. The clay was baked, then put into a receptacle and type-metal poured upon it. When the cast had cooled the clay was broken from its surface, its edges were trimmed with a tool, and its back smoothed with a plane.

In this hour of the newspaper's need someone, it is not certain who, conceived the idea of substituting for the clay of stereotyping a sheet of papier maché. This method of stereotyping originated abroad, and was brought to this country by Traske, who first put it to work upon the *New York Herald* and the *New York Sun*.

The substitution of curved stereotyped printing plates for type gave to the newspapers two new advantages. Many presses could be used; and these could be run at higher speeds than were possible where printing surfaces were made up of individual types which were held to a cylinder merely by wedges. Bullock, of Pittsburg, was the first to offer a press which properly utilized these advantages.

But progress was still insistently at work. The annoyance of carrying separate sheets through a rapidly-running machine must be dispensed with. This was soon accomplished, and the paper was drawn from the roll into the press, and printed while

still in "web" form upon both its sides. Then it was cut into sheets and folded. Thus there resulted the web-printing, as distinct from the sheet-printing, machine.

The products of two presses were next run into a single folder which thereupon delivered a folded newspaper of double the usual number of pages. These two innovations were first put into practice by Andrew Campbell, of New York City. The columns of the print, which theretofore had run across the web, were next turned about and run with it. Thus the center margin of the newspaper along which it is folded became the center-line of the web. As a curved stereotyped plate occupies but half the circumference of the cylinder of a newspaper press, two were required to complete the circle. As each printing cylinder bore four such plates, and there were two such cylinders, it was possible at each revolution to print an eight-paged paper. By cutting the sheet from the web between the forward and after pages and laying the first half upon the last, an easily handled eight-page paper became possible. Such a paper had neither to be cut by hand nor turned inside out in order that its pages might be read by the holder in sequence. This operation was called "collecting." There were occasions when the forward and following plates were alike; then the sheet-collecting mechanism was disconnected, and the papers delivered had but half the number of pages. In this way four-paged papers were run. Such a press was able to deliver twice as many papers having four pages as eight. The products of two printing machines, when run together into a collecting mechanism and folder, resulted in sixteen-paged newspapers. But with the collector thrown out of operation, twice as many eight-paged papers could be obtained. With three presses the respective products were twenty-four-paged, if collected; twelve, if uncollected; with four presses, thirty-two, and sixteen. Meanwhile, it had become possible to combine the full-width web of one press with a

half-width web, one page in width, brought from another. Thus, such a product, if not collected, produced a six-paged paper, or, if collected, a paper of twelve pages. In this manner it became possible to print at will, upon a machine having four printing - couples, newspapers with four, six, eight, ten, twelve, fourteen, sixteen, twenty, twenty-four, twenty-eight, or thirty-two pages.

Meanwhile the practice of cutting sheets from the web before they were folded had given way to a more certain and rapid method.

#### THE PRESSES OF TO-DAY.

The printing machines of the present day are composed of many printing-couples, the products of which are gathered, folded and delivered by one or more folding machines. A printing-couple is composed of the plate-bearing printing cylinder and its co-operating blanket-covered pressure-cylinder. It is by the latter that the web is borne to receive the impress of the type. A four-couple press of four pages in width has usually two folding machines, or "folders," as they are called. The normal speed of the modern folder being 24,000 newspapers an hour, such a press may be run at the hourly rate of 48,000, four, six or eight-paged papers. Or, if its two webs are split and the parts from one side are transferred over and combined with those of the other, and all are run into one folder, then, as but one folder is being used, the number of pages of each newspaper produced may be doubled, but a production of but half the number of newspapers will be possible. Thus 10-, 12-, 14- or 16-paged papers may be produced by a four-couple press, which is technically known as a Quadruple, or "Quad" machine, at the rate of 24,000 copies. A machine having six printing-couples, known as Sextuple, or "Sex," by using two folders is capable of all the combinations of a "Quad," but by using an additional web is able to make 10- and 12-paged papers at the rate of 48,000, and 18-, 20-, and 24-paged papers at the rate of 24,000, an

hour. An Octuple, having eight printing-couples and using four webs, is capable of turning out products of 14 and 16 pages at the greater rate, and of 20, 28, 30 and 32 pages at the lesser rate, of speed. Octuple machines usually have four folding mechanisms and thus are able to attain a rate of output upon products having eight pages or less of 96,000 copies. There are, also, machines in use having twelve printing couples; while still others, known as Double Octuples, have sixteen. With collecting mechanisms at work in each case a product of double the number of pages may be obtained; but at half the full rate of production. Competition has recently driven the manufacturers of news-presses to rate their machines higher in speed than that mentioned, but as no essential change has been made in the mechanisms employed little real gain in the actual hourly average of product has resulted. It should be understood that the rates of output cited are merely "indicated." In practice the speed of two hundred turns of a press-cylinder per hour which, if continued for the hour, should produce with one folder 24,000 copies, actually results in but from 16,000 to 18,000, more or less. A press must be stopped when each of its web-rolls expires and resupplied with paper, which greatly reduces the number of minutes run in the hour, and paper-breakage, which is a frequent source of trouble and delay, still further reduces its output.

Within twenty minutes after the arrival at its stereotyping foundry of the last page of type all of its presses fully supplied with printing plates will be turning off newspapers at the speeds I have mentioned.

As the circulations and bulk of newspapers increased, presses and pages were added, until at last the one hundred-odd-paged Sunday issue, produced in a press-room having no less than sixty unit printing mechanisms, each requiring perhaps sixteen printing plates, ceased to be a rarity. As its pages and presses grew in number, so also did the stereo-

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typing plant of a newspaper in the number of its men and pieces of apparatus. And at last the pressure of plate-making became intolerable in the offices of the large metropolitan journals. Nevertheless, up to the close of the last decade of the last century, the process of stereotyping was carried on in a primitive manner, entailing the performance of hard manual labor under injurious conditions of temperature and haste. In 1900, the Autoplate machine was first set to work in the office of the *New York Herald*.

#### MODERN STEREOTYPE MECHANISM.

The Autoplate consists of a casting mechanism and a series of finishing mechanisms which automatically co-operate in one machine to make the casts and finish them. When used to make plates of the conventional half-inch thickness, its speed is four finished plates a minute; but where the thickness is but a quarter of an inch, from seven to eight plates a minute are easily to be obtained. In the casting mechanism, which occupies one end of the machine, the matrix is placed. The operator, by the movement of a lever, starts the machine to casting, and this proceeds automatically until the desired number of plates is made and forwarded to the finishing mechanisms. Then, by a reversed motion of the lever, the casting mechanism is brought to rest, when the matrix is exchanged for that of another page. So quickly may this exchange be made that there is lost but the time required to make one cast. Meanwhile, the finishing mechanisms, which run continuously, finish and eject the remaining plates of the previous casting operation. While the machine is at work the matrix is cared for automatically; having been once inserted it requires no further attention until its full quota of plates is cast. Its controlling mechanism is so constructed that the matrix is manipulated with the utmost gentleness and precision; and as many as a hundred casts may be made from a single matrix. From the casting mechanism the plates go automatically through various fin-

ishing operations, and when delivered are ready for the press. Autoplate machines cost \$25,000 each. The *New York Herald* has three, the *New York World* four, the *New York Times* two, the *Chicago Daily News* four, and the *Tribune* of Chicago three. Other large newspapers throughout America, Great Britain and Europe also have them in use.

I have not undertaken the fascinating task of forecasting its future. It is, indeed, strange that, having all the facilities I have described, the most progressive newspapers of the time still feel themselves to be as heavily handicapped as could ever have the newspapers of old. But such is the case. The incentive to progress still exists, and the rewards to be won in the future are even greater than were those of the past. In the pressroom, I am fully convinced, will come the next great advance.

#### YEARS ARE VOLATILE THINGS— SHORT IN PROGRESS, LONG IN RETROGRESSION.

##### THE NEW ORLEANS ITEM.

NEW ORLEANS, July 1, 1910.

Dear Mr. Romer:

It comes as a surprise to me that *PRINTERS' INK* is so young a publication. I have been reading it for the last twelve years and have gained pretty much all that I know about the science of advertising from the reading of its columns.

With kind regards,  
JAMES M. THOMPSON,  
Publisher.

Carleton G. Garretson, for the past two years advertising manager of the Eaton, Crane & Pike Company, Pittsfield, Mass., severed his connection with that firm July 1st to take charge of the copy department of the Foster Debevoise Advertising Agency, New York, and as secretary of the board of directors of that agency.

Colonel Theodore Roosevelt will speak in Milwaukee, September 7th, under the auspices of the Milwaukee Press Club, according to the announcement made by O. E. Remey, chairman of the committee of arrangements of the organization.

John H. Lümgstun, Jr., who for the past eight years has been associated with the Doubleday, Page & Co. publications, recently resigned his position to accept a flattering offer to go with *Town and Country*, commencing July 18th.

## NEXT SEASON IN SEATTLE

We're going to do a bigger business than ever out here on the Pacific Coast next season—and any manufacturer who would like to get his finger in the pie should make immediate preparations to extend his advertising to this section. With industries active and the people prosperous, the opportunity to boom trade in all lines is unusual. The

## SEATTLE TIMES

can help you. It's the Great Home Newspaper of the Seattle section—the fastest growing medium in the fastest growing market in the world. All the worthwhile people read it—all the leading merchants advertise in it. The Times covers the territory completely with a circulation which during the past six months averaged:

**Daily, - 65,089**  
**Sunday, 84,071**

How advertisers regard the Times is shown by the fact that during June, 1910, it carried 1,037,554 lines of advertising — an increase over June, 1909, of 58,380 lines.

Be among the big advertisers who will use the Times next season.

**TIMES PRINTING CO.**  
Seattle, Wash.

**The S. C. BECKWITH**  
Special Agency  
Sole Foreign Representatives  
New York Kansas City Chicago

## HELPING DEALERS WITH A TRAVELING ADMAN.

COHN-GOODMAN COMPANY, CLEVELAND, OPERATES A UNIQUE PLAN FOR CLOSER CO-OPERATION WITH RETAILERS — PERSONAL CONTACT VALUABLE—HOW IT IS RESULTING.

*By Kirke S. Pickett.*

At last we have the traveling advertising man, calling on the trade drummer-fashion, to boost sales co-operation for a house.

This has been foreshadowed by the increasing thoroughness of advertised endeavors to furnish real, active advertising service to retailers, not alone for the trade-mark line, but for everything the dealer sells. Some houses have gone so far as to provide a special advertising man solely for the assistance of retailers; but excellently as this plan has worked out, it is obviously going it one better to give retailers *personal contact* with such a man.

The Cohn-Goodman Company, Cleveland, makers of "Stylecraft" tailored clothes for women, is the first to take the new step of traveling an advertising man among dealers, and it is not at all unlikely that the idea can be used with success in other lines, and secure the invaluable benefits of personal touch with the advertising department.

Recent contributions to PRINTERS' INK on the subject of dealers' use of advertising-helps furnished by advertising departments, and opinions of advertising men in general, prove that there is a woe-ful lack of team work on the part of dealer and manufacturer in the line of advertising. Whether this is due to the lack of thorough work of the sales force in its visits to dealers or to the wilful backwardness of the dealer himself, it is certain that much may be accomplished by man-to-man talk between dealer and a man from headquarters who understands advertising. If it is worth while to make a personal visit to secure his order to handle the line it is still more worth while to take similar pains to see that he ad-

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To show the dealer that the Cohn-Goodman Company means business, when it says that it is ready to help the dealer sell his goods, the Stylecraft makers keep a man traveling constantly among the stores. His visit is foreshadowed by a big mailing card. On the back of the card is a design that tells the storekeeper that a man is on his way from Cohn-Goodman and will appear within ten days. One of the cards showed a pictured modification of Halley's comet. In the place of the head was a halftone of the representative who would call.

Once on the ground the representative of Stylecraft gets close to the manager. He is chock full of steam. He enters the store under high pressure and his energy and enthusiasm are contagious. He tells the dealer, in tones heavily underlined, what the circulars have been telling him—that Cohn-Goodman wants to extend all the selling service it can. He causes himself to be escorted around the store, the while he makes a suggestion about a display of goods here or a presentation of window cards there. He describes how a full use of the service his company renders in selling will clean out those shelves up front every ten days or twenty days, as the case might be.

The fact that the Cohn-Goodman Company has sent a helper to him, sets the dealer thinking more seriously of Stylecraft. "If the makers of Stylecraft are willing to invest so much time and money and co-operation, perhaps I'd better do a little myself and get the profit this man tells of," he is apt to think.

The visitor frequently gives talks to the clerks on their work in relation to the best store service.

Once a dealer has taken on the Cohn-Goodman line a cloud of "help suggestions" descends upon him, in the shape of many personal letters, circulars and even personal calls from the home office.

It is no part of Cohn-Goodman's



The circulation of the DAILY MEMPHIS COMMERCIAL APPEAL for the first six months of 1910 was 50,836 copies, a gain of 1,856 over the corresponding period last year.

The SUNDAY average for the first six months is 74,300 copies, a gain of 4,285 copies over the corresponding period last year.

The advertising record shows a gain in local of 13,274 inches, in foreign of 9,112 inches, in classified of 12,758 inches, a total gain over the first six months of 1909 of 35,144 inches.

The total amount of advertising carried for the first six months of 1910 exceeded the space carried in the evening paper by 119,500 inches. Excess in local 59,862 inches; foreign 21,839 inches, classified 37,799 inches.

Remember how THE COMMERCIAL APPEAL stood out in the lime-light last year, and note the big gains over that high mark.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.



idea that they secure a dealer to handle the Stylecraft line and then dump in upon him a lot of clothes which he may sell to the best of his ability. The Cleveland company is keen to get as many dealers as possible to take the goods; it is then keener still to see that the merchant disposes of them to the local public by the most forceful methods which the art of advertising can muster.

The Cohn-Goodman Company has, of course, an ad book which it sends to every dealer. This book is made up of advertisements which may be torn off along a dotted line and sent to the printer as a guide. Electrotypes are also supplied. But many dealers act with leisure, especially when they are asked to spend their money to advertise. They may go a little ways and put up a few of the cards and the displays sent them and then lie back to wait for the goods to go. But the Cohn-Goodman Company knows that their goods cannot talk. They also know that the dealer is often prone to maintain a golden silence when talking costs money.

So the merchant, from the time he begins to handle the Stylecraft line, is informed and then reminded and then reminded again that the Cleveland firm has an advertising department which was created with the especial purpose of helping him sell goods. He is told in every conceivable manner that he is at liberty to ask this advertising department for help as often as he likes—the more the better.

But paper containing typewritten words or plain type is a soulless thing after all. It may be as full of exclamation marks as you please and a lackadaisical dealer can throw it into the waste basket without winking an eyelash. But a personal representative must be answered, and is apt to awaken a lot of advertising co-operation.

Samuel Davis, who has been connected with the dry goods business for many years as advertising manager, says that his policy of "helping the retailer to succeed" is having its results. He instances the increase in orders.

In the fall of 1909 Cohn-Goodman sold a party in western New York a bill of \$87.50; this spring \$600, and for this fall \$2,500. One opening order in Pennsylvania last fall was \$390; this spring \$1,200, and for this fall \$3,500.

He illustrates how beneficial the service department may be. A concern to which Stylecraft clothes had been selling was not paying its bills on time. It was, in fact, quite laggard. The Cohn-Goodman Company procured a statement of the company's business and found that its money was tied up in stock that was moving slowly. The advertising depart-

When You Buy a Cloth Suit, Wash Suit, Coat or Cape This Spring be Sure to Look for "The Garment Label with The Big Reputation"



and you'll look for all that is high ideal in Man-Tailored garments for women.

These garments are famed for their perfect fit—remember this: The Fit *is* right. No finer fitting suit can be made.

These illustrations are but two of the many splendid new styles we are showing on our popular Cloth and Suit four this season.

Easy-buying-prices have been placed on all our Ladies' Suits, that present an exquisite and an money-saving opportunity for you.



A DEALER'S ELECTRO.

ment made plans for a sale and a quick cleaning out. The concern adopted the scheme and soon turned its goods into money and was able to discharge obligations in full. Cohn-Goodman gets the local papers and is thus able to keep in touch with each place where there is a dealer.

The advertising department has really set out to train retailers into good advertisement writers. It preaches the selling power of a distinctive piece of copy and stands ready to send free electros of good borders—designs bearing the name of Stylecraft. It sent out recently a folio of good introductions to daily advertisements. The dealer is diplomatically advised how to begin his campaign for Stylecraft. It is suggested that he ask his local paper to give his store a write-up. This write-up is supplied by Cohn-Goodman and, of course, has a pleasant mention of Stylecraft, "whose latest fashions are improvements on imported styles."

ADVER

The editor signed Ingersoll in advertisement

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### ADVERTISING DECREASES "COST OF LIVING."

The following letter addressed to the editor of the New York Times is signed by Wm. H. Ingersoll, of the Ingersoll Watch Company, well known in advertising circles as an enthusiastic believer in the possibilities of making advertising a correct science:

"Under the head 'Advertising' in your issue of June 29th appears a letter by one of your correspondents purporting to show: First, that advertising is waste when it is applied to the necessities of life which would have to be purchased anyway, and, second, that it increases the cost of living when it is applied to what the correspondent considers to be outside of the category of necessities.

"Superficially, his reasoning appears plausible, but in reality it is fallacious, because it overlooks the fact that the consumer of any article always bears two distinct items of cost when he buys it. The first of these is the cost of production. The second is the cost of getting it from the producer to the consumer. Advertising has taken the large place that it has in the second of these two costs because it reduces the cost of distributing goods and therefore reduces the total cost to the consumer, or more frequently than otherwise accomplishes this. It is a competitive weapon considered in this sense and is used because when well used it gives a producer an advantage over competitors who use the more expensive agencies for distributing their product.

"Advertising frequently lessens the cost of goods very materially by providing a market, allowing production on a greatly magnified scale, thereby permitting economies which smaller production would not allow. A large enough market to make the dollar watch a possibility would not have been attainable except through advertising, yet this article has saved money to millions of those who have purchased.

"It is probably true, as your correspondent claims, that advertising on the whole does increase the cost of living by creating new wants, but this is no condemnation of advertising to any man who believes in civilization, because the prime difference between the savage and the civilized man is that the former has but two or three wants, while the latter has many. Advertising is a civilizing influence, because it increases the number of man's wants. It is a human benefaction in its legitimate use."

### MEXICAN PRESS BUREAU.

Beginning with the 1st of July the Mexican Government opened, in the City of Mexico, a bureau of information especially designed to give news to the press. Not only will information concerning official matters be given out, but whatever matters of importance come to the knowledge of the various departments or their employees will be sent immediately to the bureau and given out to the press.

## Gaining Every Month

Each month from January 1 to July 1 the amount of advertising in

## The Chicago Record-Herald

Has shown an increase over the corresponding month of 1909, making for these six months a total gain of

## 644 Columns

All kinds of good, clean advertising contributed to this notable showing.

Circulation and advertising books open to all.

*The*  
**Chicago Record-Herald**  
New York Office, 437 Fifth Ave.

## An Inviting Business Proposition

The steadily growing prosperity of the New Orleans field, coupled with the progressiveness of the many good merchants here and the thorough and economical manner with which it may be covered, using

## The New Orleans Item

offers an exceptional opportunity to aggressive manufacturers.

### SMITH & BUDD CO.

Foreign Advertising Representatives. Chicago, New York, St. Louis, Mo.

ELMER E. CLARK, Bus. Mgr.  
New Orleans, La.

## THE EXCEPTION AND ITS DANGER TO A STEADY POLICY.

OFTEN WISE TO FORGET THE BUYERS  
WHO DO NOT RESPOND—INSTANCES  
SHOWING WHAT SOME EXCEP-  
TIONS AMOUNTED TO.

*By Jack W. Spears,*

Advertising Manager, G. W. Todd & Co.

At a lunch one day of three or four extremely practical national advertisers, this question was propounded:

"Why do so many salesmen criticise the sane and common-sense advertising methods of the house, but hasten to endorse all sorts of scatter-brain schemes and catch-penny devices?"

And, like a flash, one of the party shot back the following reply, which seems to me to contain the essence of a whole volume of advertising wisdom:

"Because," he said, "the salesman is struggling to formulate an advertising theory out of his own sales experience, and he allows himself to be led astray by the memory of *exceptional cases*. He has a vivid recollection of the one 'big fish that got away,' but forgets the ninety-and-nine that were safely landed by the use of our everyday arguments, demonstrations and advertising.

"He is trying to think up some way to force the advertising to do what he himself could not do when he was in personal contact with the prospect—which is asking a good deal."

Now, there's a thought for the advertiser as well as for the salesman! How many of us have been misled time and again by some exceptional circumstance to which we unconsciously paid a degree of attention, which was out of all proportion to its real importance.

For example, we allow ourselves to be unduly influenced by some flattering remark overheard on the train regarding our painted bulletins, and forget the reliable, everyday plugging of our circular campaign.

Or The - Man - Who - Pays - the - Bills dashes into our pres-

ence waving a letter that he has caught on the fly from the morning mail. It is from some dealer in Alabama who severely criticises the advertising method we have adopted in his section.

"There," says the Man-Who-Pays-the-Bills, "now we can see ourselves as others see us. What do you say to that? A pretty hot one, eh!"

This, of course, takes us off our feet for a moment, and unless we are unusually "quick on the trigger," we make the irretrievable mistake of seeming to admit in the confusion of the moment that there may be something in the criticism.

Later, when it is eternally too late, we begin to remember how many compliments this particular advertising has elicited, and the splendid direct results we have traced from it. And some day we discover the real fact in the case, which is that this dealer owns a half interest in a moribund newspaper that was left out of the campaign.

Again, we insert a new piece of copy in the technical press, and The - Man - Who - Pays - the - Bills comes in all smiles, with a letter from Jones, the big contractor, who for years has resisted our best efforts. The letter encloses an order, indicating that it was due to this advertisement—and immediately that copy is declared to be worth more than all the rest of our stuff put together.

Yet the final returns from this advertisement may show that Jones was about the only person who ever gave any evidence of being influenced by it; while during the same period our other copy has been pulling hundreds of good inquiries that had the right sales stuff in them.

These are cases of allowing our judgment to be "rushed" by taking an exceptional incident at its face value without waiting until all the returns are in. The dealer in Alabama and Jones, the contractor, are exceptional people, or their letters were written under exceptional conditions.

We are up against the necessity for taking mankind, or woman-

kind, in a mass, just as it comes, striking a good, safe average of its needs, resources, likes and dislikes—and then hammering away at that average with all our might and main.

Insurance companies have maintained premium rates and paid dividends by basing their business policy on certain actuarial statistics which have never failed to hold good when extended over a long period and applied to a large number of persons. If the actuaries paid any special attention to the man who dies the day after he is written up, or the one who pays premiums for fifty years and then forfeits his claim by committing suicide—they would then be as foolish as the advertiser who might allow himself to be guided by individual whims and hobbies.

Applied to advertising, the law of averages is the only safe one. The shrewd salesman on the spot can "size up" his man and cater to his personal idiosyncrasies *ad lib*, but our strongest advertising has its limitations, and we may as well recognize them.

A case in point:

We have sent out hundreds of thousands of copies of a circular featuring a newspaper clipping which showed how checks had been forged, raised and otherwise altered. The circular was one of our stock "pullers," and always caused favorable comment. Yet one man out in San Francisco sent us a very sharp letter asking us to stop sending our "yellow literature," and saying he wouldn't have one of our machines at any price. This made more trouble than a little in the office, and was discussed at such length that the tremendous amount of benefit we had received from the circular was entirely forgotten for a time. Then a salesman called on the man who had written the letter, and reported that he was some sort of a long-haired crank, an aesthete on the subject of colors, and the sight of a bright shade of yellow was especially abhorrent to him. The offending circular was embellished with a generous "bleeding" border of Persian orange, hence the row.

## "Slick Up" Your Golf Sticks

Keep them in "banging" good condition with 3-in-One. Makes the wood more pliable—

more durable—keeps the iron free from rust or tarnish. Prevents earth and grass stains on both wood and iron.

"Bogey" will be less of a bug-a-boo if your sticks are rubbed regularly after play with a rag slightly moistened with 3-in-One.

Buy big 8 oz. bottle, 50 cts. 3 oz., 25 cts. Trial size, 10 cts. All stores. Best lubricant, cleaner, rust preventive on market. Write us for generous sample today.

3-IN-ONE OIL  
COMPANY  
12 B'way, N. Y.



### ADVERTISING AND SALESMANAGER WANTED.

We want a man who has had actual experience as advertising and salesman with some Company whose product, preferably a specialty, has been successfully marketed through dealers to the general public, through magazine advertising. None others considered. We will not experiment but will pay the price for an experienced man who has had a successful record along the lines specified.

We are after a real live, hustling, experienced salesman of tried ability, who has handled and can handle a magazine campaign, introduce new goods and expand sales. Must be able to write copy, booklets, circulars and be highly capable of planning complete campaign, also devising and executing initial sales plans to a successful conclusion.

The start off pay will be big enough and the future bright enough to interest a man of the highest ability. State what national magazine and sales campaign you have handled; also expectations.

Address "SUCCESS," care of Printers' Ink.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. ROBERT C. MEHAFFY, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, July 21, 1910.

## Mail-Order Success and Business Outlook

The mail-order houses have become a good barometer of business conditions, and are more and more so looked upon by Wall street. No other single concern is as closely in daily touch with the buying pulse of the entire country as one of the great mail-order concerns.

Last week the directors of Sears, Roebuck & Co., Chicago, met and examined a most satisfactory sales record and balance sheet. The sales total for the first six months of 1910 reached \$30,000,000, as against \$51,011,536 in the entire year of 1909. The directors estimated that the approximate year's total for 1910 will reach \$65,000,000. May and June were thirty and thirty-five per cent above last year's sales figures. The company this year retired \$200,000 of preferred stock at the steadily maintained stock exchange prices of 157 to 158.

Montgomery, Ward & Co. report similarly healthy business conditions, and the other large mail-order houses have no complaint to make. Government crop

reports for June, which, are a trifle below ten-year averages, are not being credited either by financial men, by foreign markets or by mail-order houses, who receive daily and intimate advices from every section of the United States.

It is noticeable that the "mail-order fight" by dealers is not nearly so extensive and bitter as it once was. Shrewd analysis in calmer moments has convinced many retailers that mail-order advertising has done some wonderful creative work in waking up desires and buying inclination in many thousands of rural folk who had before been poor customers. Farmers have been taught the great modern idea of spending more money to *make* more money, through mail-order advertising, and have been moved to decide that life was too short to go on without more of the comforts and luxuries of the city. Of course, as a result, dealers have prospered as well as mail-order houses. The retailer is the man who *always* prospers with the increase of *every* kind of advertising, and the shrewdest retailers are most anxious to see more and more advertising done—knowing that it is just that much more selling force at work drawing dollars into their stores.

## Flour Marketing and Pure Food Activity

From several separate directions come indications that there is an upheaving movement in flour-selling and advertising.

In the first place, a pretty conclusive victory has just been won by the Government in the Kansas City jury decision against bleached flour. Powerful flour interests, hopeful of being allowed to continue to make flour from inferior wheat, and sell it for superior grades, have been fighting the pure food investigations. The introduction of nitrogen peroxide into flour has now, however, been officially stamped

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as injurious, and is certain to create strong selling and advertising competition on quality lines—something the flour market has been a stranger to. The big Occident campaign, just beginning, (described in this issue) fires the opening gun in such a campaign. Others will be sure to follow, for flour is a staple of which the country consumes about \$14,000,000,000 pounds, worth \$400,000,000.

It is significant to note what a creative part the pure food prosecutions are playing in "shaking down" the market in various lines and compelling a readjustment of relations with consumers. Manufacturers who have never, probably, given consumers even so much as an original thought—doing business in a narrow little circle of jobber, wholesaler and dealer—have been jolted into a new attitude of mind in which the matter of representations to consumers is very prominent.

The rice people, for instance, are sitting up rather alertly just about now, owing to a pure food decision which sticks the pruning-knife into some loose methods of nomenclature. "Japan" rice (grown in the United States) is one of these misnomers, together with "Honduras" (grown in Mexico). The words "grown in Mexico," etc., are now to be required, to protect consumers from expensive confusion with the real foreign product that comes from across the water.

Similar upheavals of crusty old "trade customs" in marking dry-goods are now occurring. Sheets, shams, blankets, etc., have been "marked" sizes which are entire fictions. The trade knew how to distinguish real from "marked" sizes, but of course the poor consumer didn't.

In these and many other ways the pure food and misbranding laws are making the consumer a stronger factor in selling consideration than ever before—with the inevitable effect of bringing manufacturers of quality goods to see more clearly than ever the profit in and need of advertising.

### **Why Not Advertise Sea Island Cotton?**

The "Sea Island" cotton growers from Georgia, Florida and Alabama met, at Waycross, Ga., last week and organized themselves under the name of the Union Sea Island Cotton Company, with headquarters at Savannah. It is expected to build a large warehouse there, and branches elsewhere, to aid in securing the best possible prices.

The trade knows (and some consumers in a dim way) that "Sea Island" cotton is a superior quality and gives much better service than commoner kinds of cotton in hosiery, underwear, etc. If a great many more consumers understood this, "Sea Island" cotton would be of still higher value, markets would be assured, and projects for the extension of Sea Island cotton planting would have greater certainty of profit.

PRINTERS' INK suggests to the new organization that it is in an ideal position to organize an advertising fund after the manner of the brick, the tile makers, the pineapple growers, etc., for an advertising campaign which will get consumers to demand "Sea Island" cotton in their hosiery, underwear, etc. No shrewder or higher dividend paying move could be made

### **Advertising Mis- Managers**

An agency man, with several important accounts which he has developed with success, was complaining the other day of the men whom some manufacturers have appointed as their advertising managers. Said he: "Only the other day I submitted by letter a selling scheme to one of our clients that demanded quick attention. I received no reply and wired the president of the concern. 'Don't know anything about it,' he wired back. I hustled out to see him. He touched a few buttons and finally discovered that his advertising manager had the scheme buried under a mess of litter on his desk. The president heartily approved of the new scheme. I have reason for think-



ing that the advertising manager was given a lesson in systematizing."

He went on to say that some advertising managers lend the poorest sort of co-operation to the plans of the agency—others are most cordial and pull with the agency in the best of spirit. He did not doubt, he said, that in those cases where the advertising manager co-operated poorly, the man was really afraid of endangering his "job" by cordially helping the agency's work.

The time has not yet come that the agency is the entire selling organ of the manufacturer—a condition predicted by Mr. Gunnison, of the Brooklyn *Eagle*. But those advertising managers of manufacturing concerns who are putting sand into the bearings are helping to bring such a state of things about. The job of advertising man for an industrial concern is just what its holder makes of it. He may make it vitally important, or so dinky that the officers will blot it off their pay-roll.

A good advertising manager can make his desk what it should be—the clearing-house for all the promotion efforts of his firm. He is the closest to the proposition; he has opportunity to digest its selling data more thoroughly than any agency man can. If he is strong he can make the service of the agency an organic part of his own plans. If he is putty, he can depend upon it that the agency will soon demonstrate convincingly that he is a useless appendage to the business organization.

**Second-Class Mail Progress** Any number of interesting things are to be gathered from the recent report of the second-class division of the Post-office Department.

First and foremost, the general report, which shows a sizable decrease in the deficit—a matter which is of the deepest significance in its self-evident refutation of the accusation that second-class privileges are creating and enlarging the deficit. For, the total second-class mailings at the

pound rate of postage and free in the county was an increase of 28,234,209 pounds over the previous year's mailing. There was a decrease of 103,089 pounds in mailings of free county matter. This decrease in free county mailings is believed to be due to the extension of the rural free-delivery routes from city delivery offices, at which the free-in-the-county privilege is denied by the law, and the further fact that at many such offices the pound-rate postage was previously not collected, whereas during the past year proper collections have been made due to the particular attention given this matter by the department.

The total number of applications filed for admission of publications to the second class during the fiscal year was 4,322, an increase of 380 over the previous year.

The number of applications favorably acted upon was 3,890, an increase of 210 over the previous year. Admission was denied 432 publications, an increase of 170 over the previous year.

Three thousand, five hundred and nineteen publications discontinued issue during the year, and the office records were corrected accordingly.

During the year a complete system for recording and accounting for mailings of second-class matter at the larger post-offices was devised, thus providing a few standard forms to displace a large variety of specially printed and expensive forms prepared at the various post-offices.

Here is further insight into the postal situation—the adoption of more business system has brought its reward. It is impossible to avoid the conclusion that as the application of similar savings and system are made, the deficit will dwindle still further; and finally in its place will show the business point which such a great business should show and could show.

The Fort Worth, Tex., *Record* is now represented in the East by C. I. Putnam, New York.



# *Facts About* *The Northwest's Greatest Daily* **The Minneapolis Tribune**

(Morning)

(Evening)

(Sunday)

## **Gained 364,554 Lines**

In volume of Advertising carried during the first

### *Six Months of 1910,*

as compared with the corresponding period of the preceding year.

**The Figures:** First 6 months, 1909, **3,801,910** Agate Lines.  
First six months, 1910, **4,166,464** Agate Lines.

### *Advertising Grows in a Paper That Produces Results*

#### *The Minneapolis Tribune Produces Results Because:*

- 1—The Minneapolis Tribune prints two complete 24-hour papers each day, thereby giving the reader the paper when he wants to read it most and when he has the most time to read it. All advertising appears in both Morning and Evening Tribune for the one charge.
- 2—The Minneapolis Morning Tribune is the only morning paper in the city of Minneapolis.
  - a—There are more Tribunes sold every day within the corporate limits of the city of Minneapolis than all the other local English dailies combined.
  - b—This Minneapolis Tribune circulation is in a city whose bank deposits increased from \$80,293,305.10 in June, 1909, to \$91,447,788.82 in June, 1910, a gain of \$11,154,483.72, and whose savings bank deposits increased from \$16,428,666.62 to \$18,216,752.37, an increase of \$1,788,085.75 during the same period.
  - c—The Minneapolis Tribune circulation is in a community whose average wealth is \$1,728.73 per capita, or 32% greater than the national average.
- 4—Beyond the city lies a vast agricultural empire, tenanted by prosperous farmers and dotted with villages and small cities. This empire is The Minneapolis Tribune's field—a field filled with people who have money with which to buy, not only necessities, but luxuries.

*In the City and in the Country The Minneapolis Tribune reaches the people who have money to spend.*

In point of organization and equipment The Minneapolis Tribune is a great modern newspaper for the Discriminating Home.

## *That's Why People Take It.* *That's Why Its Advertising Pulls.*

## 28-PAGE NEWSPAPER AD FOR TRADE-MARK GOODS.

DANIEL BROTHERS COMPANY, ATLANTA, PURSUE A VIGOROUS ADVERTISING POLICY AND SUCCEED AGAINST PRECEDENT AND ADVICE.

What is claimed to be the largest newspaper advertisement ever printed appeared over the name of the Daniel Brothers Company, in the Atlanta *Georgian and News*, June 10th. Altogether there are thirty-one pages—a solid supplement of twenty-eight pages, and three other pages in the regular body of the paper.

The space is portioned out, usually a page each to one well-

to be likely, therefore, that this venture is made by the Atlanta retailer alone.

The Daniel Brothers Company is playing an interesting role in the Atlanta retail field. It moved five years ago into a district of the city which it was prophesied would prove disastrous. It is said that, since, the business has grown up to the store. The company handles trade-mark lines, pushing these vigorously in its local advertising.

It would seem, therefore, as if an interesting demonstration was going on in Atlanta of the possible success of a generous and capable advertising co-operation with manufacturers of trade-mark goods. PRINTERS' INK has never heard of a larger retail ad than this.

**Atlanta Home of  
Hart Schaffner & Marx  
Good Clothes**



**OUR GUARANTEE**  
You are entitled to see us. Hart Schaffner & Marx clothing is a more positive assurance of your satisfaction. Every dealer in our clothes is authorized to say that in presenting the label of Hart Schaffner & Marx is guaranteed to be of all wool or wool-silk fabric, with an "unbreakable" or other name added, thoroughly checked before shipping against sweat with pure silk thread, buttoned in close, waisted shape, and fine line in every detail of garment as to construction.

Here then, that "The dealer is authorized to say that if the clothes are not right, we will satisfactory, your money will be refunded."

HART SCHAFFNER & MARX,  
CHICAGO, ILL.  
**Suits \$20 to \$40**

**The President Attracts Attention**  
We have long known, and it is only right that we should, as we have provided in the highest quality goods, the public to pay a tribute of the United States, that none of the attractive features of the men's Hart Schaffner & Marx good clothes creation, possibly not as much as the president, but that in spite of that, we have only one provision. We have no question, however, regarding the pleasure afforded by wearing these good pure wool, perfectly tailored clothes that we make them. They are, you'll find, it is difficult who are known as "the better class" that is, the most correct and best selected class in Chicago. If you are in the public, it is one of the advantages, you will be surprised to find.

**Daniel Brothers Co.**  
45-47-49 Peachtree Street E. J. DANIEL, President. Atlanta, U.S.A.

ONE OF THE 28 PAGES.

known nationally advertised brand of clothes. There are Plexo Suspenders, Rogers, Peet & Co. ready-made clothes, Cluett, Peabody & Co., collars and shirts, Wick narrow fabrics, Hart, Schaffner & Marx clothes, etc. This great mass of single issue advertising looks at the first glance like a co-operation between the Daniel Brothers Company and the various manufacturers whose brands are thus represented. But inquiry among some of these manufacturers develops the fact that a few, at least, were not approached with any co-operative suggestion. It seems

### THE FUNCTION OF ADVERTISING.

The Topeka Ad Club was addressed, June 21st, by A. G. Samuel, of St. Joseph, Mo. Mr. Samuel is president of the Samuel Advertising Company. He took for his subject "The New Era in Advertising," and said in part:

"The new era in advertising, which is just commencing, is one of education for the public. Formerly advertising was carried on by advertisers and publishers for immediate results. Now the field is developing into one of education for the public, and the people are being taught to buy more and better goods. Special brands and special lines of all kinds of merchandise are being put on the market and the public is being instructed in their qualities and various uses.

"Advertising is being reduced to a system and the best systems are showing the best returns for the money invested. When a man decides to advertise he now adopts a system and follows it to the whole extent of his appropriation for publicity, at the same time keeping a record of the returns. A man's appropriation should never be less than 10 per cent of his income. Such money invested is now looked upon as being reinvested in business. In former years it was looked upon as money spent outside the business.

"The farmer is the biggest field for advertisers and too much attention can not be paid to the literature that is sent to him in working up trade. Farmers have become critics of business methods and the future literature used by firms doing business with them will be written by men of genius, and will be real literature, not the hodge-podge that has been used in the past. My advice to business men is to use plain types and to use colors on all literature."

Painted Signs among a working class whose average earning power is 80 % greater than that of the same class in the entire country, ought to be a good reason for investigating our plant. We can make things interesting for you. Write us.

# BILL POSTING AND PAINTED SIGN DISPLAY

COVERING GREATER BOSTON

NOT IN THE TRUST

**SPRAGUE-NUGENT CO**  
PAINTED DISPLAYS  
INDEPENDENT POSTING SERVICE  
16 ASH ST. Boston

I know an advertising man of exceptional ability and wide experience who is open for engagement.

Age 30, married, steady, thorough and resourceful, an earnest, conscientious worker—ten years valuable experience on big campaigns; five years an executive and copy-writer for big agency. He is considered one of the best copy-men in the country—a man of ideas and good judgment—and would make a splendid advertising manager for a big advertiser.

Just the sort it's so hard to find.

An interview can be arranged  
by addressing

**J. M. HOPKINS, Manager, Printers' Ink**

12 West 31st Street

New York City

## IS THE SAMPLE AS EFFECTIVE AS DISPLAY ADVERTISING?

JOHN LEE MAHIN CONTRADICTED BY PACIFIC COAST AGENT INTERESTED IN THE DISTRIBUTING BUSINESS—THE SMALL ADVERTISER AND HIS PROBLEM.

By J. Blum,

Manager, Blum Advertising Agency, San Francisco.

It is true, as John Lee Mahin says, that "display advertising" assists greatly in a sampling campaign. However, it cannot be said that it is more effective. The average housewife is more appreciative of a sample supplemented with a folder or booklet, which contains some valuable recipes or hints for her, than all the display advertising which tends to "educate her."

She will put a sample to test at the first opportunity and read the recipes (or any other interesting matter that may be enclosed with a sample) from cover to cover—while through display advertising it would take her quite a long while before she would decide to give the product a trial.

The actual cost of sampling as compared with display advertising is not large by any means. In "display advertising" you must reach that particular class of people among whom the publication circulates—regardless of just how many prospective buyers you can talk to. In sampling you can reach just the people you want—select the territory you wish to cover—distribute your matter just when you want it—and above all it enables the manufacturer to take up just that much ground at a time, as his means of productiveness will permit.

Display advertising is, no doubt, superior in such cases where the article has been long enough on the market to be known—and even then a systematic distribution of samples (say about once or twice enthusiasm of a housewife for that a year) would add greatly to the particular product, and meanwhile create new users.

It is all very well to talk "dis-

play" advertising to such manufacturers whose yearly appropriation runs up to from \$20,000 to \$30,000—but about the smaller ones whose appropriation does not exceed \$10,000 per year? How can they better introduce their product than through a consistent and systematic sampling campaign, which, in most instances, pays its dividends at once?

To introduce a new product you must reach the consumer as well as jobber directly, and to my belief there is no more effective method than a well-planned sampling campaign, supplemented occasionally with some newspaper and outdoor advertising.

This will perhaps explain "why the manufacturer persists in sampling when he can buy newspaper space at a reasonable figure." The answer is very simple: most manufacturers have found that it pays. We have found it so in more than forty cases during the past few years, and no doubt many others have been convinced of the merits of sampling over any other method in advertising a grocery product.

The University of Missouri has decided to include a course in advertising as a part of the curriculum of its school of journalism. The course will be under the direction of Charles G. Ross, a former St. Louis newspaper man and assistant professor in the school of journalism. Herbert Kaufman, of Chicago, will deliver special lectures.

Seeman Brothers, New York, are the latest to take advantage of the return of Roosevelt as an advertising motive. This house has put out a poster reproducing scenes showing Roosevelt in Egypt, Africa, Germany and coming up New York Bay. In the center is this display: "To Home and White Rose Ceylon Tea. Welcome."

W. H. Greenhow, president of the New York State Press Association, addressed that organization July 7th on the question, "The Party Organ Newspaper." Mr. Greenhow said in part: "Newspaper plants are getting too costly and expensive to jeopardize them by catering to any boss. The public is getting too critical. Patriotism is taking the place of partisanship. Probably in no case is the change of editorial spirit more noticeable than in the attitude of the best element of the press on either side toward Governor Hughes in his contest with machine methods or the non-partisan comments upon Federal scandals."

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On July 7th Judge Colt, of the United States Circuit Court, appointed John Norris, of the American Newspaper Publishers Association, and Charles F. Weed, a Boston attorney, receivers of the Boston Herald Company, against which receivership proceedings have been instituted by the International Paper Company.

The Allegheny County (Pa.) Business Men's Association was recently organized at Pittsburgh. One of its avowed intentions is the elimination of objectionable advertising solicitation wherever possible.

The Greater Georgia Association, the organization recently effected to raise \$300,000 within the next twelve months to advertise the resources of Georgia, has decided to locate its headquarters in Atlanta. For the present it will be quartered at the Atlanta Chamber of Commerce. The association has secured \$25,000 with which to begin work, and it is believed that its membership within a year will be at least 20,000.

J. M. Grantham, for the past three years head of the copy department of the Cramer-Krasselt Company, of Milwaukee, has resigned and has taken up his duties as vice-president of the American Advertising Association, of Milwaukee, in which he is a stockholder.

The Mississippi Land Improvement Association has declared its purpose of raising a fund of at least \$25,000 to be expended within the next year in attracting to Mississippi a desirable class of white immigrants and to wage a systematic campaign of advertising, setting forth the industrial and agricultural possibilities of Mississippi. More than \$5,000 of the amount stated has been raised already.

Sterling, Neb., is to have its second newspaper within the month, it is expected. It is to be called the *Sterling Citizen*, published by the Citizen Publishing Company.

The annual field day of the Pilgrim Publicity Association has been postponed on account of several conflicts of dates, and will be held at Lake Quinsigamond, near Worcester, on August 9th. Extensive preparations are being made for all sorts of games and sports, a banquet and entertainments of various kinds.

L. I. Wightman, for the past six years advertising manager for the Ingersoll-Rand Company, New York, has resigned his position and will open an agency in New York August 1st as an independent specialist in machinery advertising.

## The Brains of An "Ad Man"

whether he be copy writer or  
solicitor must be keen—always.  
Fatigue, mental or physical,  
dulls the edge. When your  
brains refuse to cut

**DRINK**

# Coca-Cola

It relieves fatigue—refreshes mentally  
and physically and pleases the palate.

**5c Everywhere**



Whenever  
you see an  
Arrow think  
of Coca-Cola

## THE "X-RAY" TYPE OF AD.

ANALYTICAL STYLE OF COPY—INGENIOUS SCHEMES OF DEMONSTRATION BY ILLUSTRATION—"VELVETRIE" UNDERWEAR COPY—OTHER EXAMPLES.

Whether it's a co-partner and elder brother of the "reason why" plan of copy it is certain that the "X-Ray" type of copy is more or less popular these days.

For the benefit of those who may not appreciate what an "X-Ray Ad" is, let it be explained that the name stands for that kind of advertisement which carries analytical illustrations. The latter may be of several kinds.

The ever-ready magnifying glass may be brought into play and used to dissect some specially noteworthy feature of a product. This has been done to good effect the present season in the case of the Rubdy Towel, the novel texture of which has been far better explained by the magnifying glass method than it could possibly have been done in lengthy and uninteresting columns of text matter. It is highly probable that the Rubdy Towel's increase in sales during the current season is due, more than to any other one thing, to this "X-Ray" method of advertising. The Beaded-Tip Shoe Laces offer another of the many excellent examples of the application of the magnifying glass to advertising purposes. The method seems to be an effective solution of the problem demonstrating a point of construction graphically and successfully.

An "X-Ray Ad" may consist in cut-outs and the like. A remarkable example of this sort of thing

is at hand in the case of the President Suspenders advertisements, which for some time past now have very regularly consisted of illustrations showing suspender-wearers in every conceivable position, each time with the back of the outer garments neatly cut out in a ludicrous style. They have well shown the shiftings of the suspenders underneath. The same sort of thing has also been attempted in a less persistent way by gartermakers, corset-manufacturers, and under-garment producers generally, both in the general publications and the trade papers.

Some of the cleverest advertisers of machinery have adopted another variation of the "X-Ray Ad" with corresponding success. In order to emphasize in detail the elements of superiority of their mechanisms, they have illustrated their advertisements



**IT'S IMPOSSIBLE**  
for any underwear to be "just like" or "just as good" as

**Velvetrie**  
Onita Knit  
**UNDERWEAR**

VELVETRIE is the only underwear to be made of velvet. It's an extraordinary, thermal underwear, it's the only underwear to be made of velvet. It's the only underwear to be made of velvet. It's the only underwear to be made of velvet.

It is really the finest underwear ever made. It is really the finest underwear ever made. It is really the finest underwear ever made. It is really the finest underwear ever made. It is really the finest underwear ever made.

Don't be deceived by cheap underwear. Buy Velvetrie. It's the only underwear to be made of velvet. It's the only underwear to be made of velvet. It's the only underwear to be made of velvet. It's the only underwear to be made of velvet.

**YOUR JOBBER CAN SUPPLY YOU**

Many garments beautifully finished. Made in America and made right.

Onita Knitting Mills, Utica, N. Y.

New York Salesmen: 465-565 Broadway

"X RAYING" UNDERWEAR.

with cuts showing these details in great prominence, the rest of the machinery being "grayed" over by way of contrast. The current ads of the Smith-Premier Typewriter are of this type. Some automobile manufacturers have used the method, too. Its great advantage lies in the fact that it not only shows noteworthy details in an understandable way, but shows these details in their relation to everything surrounding them—an advantage of particular advertising importance.

This is thus becoming more important, as it is put to more practical use. The day of the pretty face, used to advertise anything from autos to toothpicks, is rapidly passing. The public likes the meat of the advertising argument at the first glance. It is serious in its mood of consid-





## DRAWING FARMERS AND FACTORIES SOUTH- WARD BY ADVERTISING.

SEABOARD AIR LINE FOLLOWING THE  
VIGOROUS EXAMPLE OF WESTERN  
ROADS AND COLONIZING SOUTHERN  
LANDS—THE MANATEE CAMPAIGN  
IN FARM MEDIUMS.

The railways of the South have at last been imbued with the boost spirit which, through enterprising Western railways, has done so much for the West. The dual constructive force—farm and factory—is being sought with real vigor now.

Who ever heard of the Land of Manatee? At least 16,000 people not only learned about it during the period from September to May 1st last, but became sufficiently interested to send in inquiries to the Seaboard Air Line Railway for booklets or other information. Undoubtedly that 16,000 represents a very small proportion of those who have read the Manatee advertisements.

"Big Profits" is the *motif* of the Manatee advertisements. Scarcely a piece of copy has been put out which does not make mention of "\$1,000-per-acre-profits" or some such argument said to be fully in accord with fact. Instead of laying emphasis upon the fertility of the soil or the access of railroad connections, etc., it is preferred to throw the searchlight of publicity upon the per-acre profits, which imply of necessity all the other strategic points in which the farmer is so interested.

The media used for this campaign have been principally the leading agricultural and farm journals circulating throughout the North and Northwest, those sections being considered most likely to furnish Manatee colonists. Says S. T. Anderson, the railway's manager of advertising: "Our season of agricultural advertising covers a period from September to April inclusive. We do no advertising of this nature during the summer months, having found from experience that

it is not profitable, due to the fact that the farmers of the North and Northwest states are busily engaged with their crops during the summer, and, consequently, have not sufficient time to properly read advertisements or to study any literature which we might send them."

"Two factors enter into the success of such colonization ads, namely an attractive design or type arrangement, to arrest first attention, and a careful wording of the text reading matter, to create interest and bring forth inquiries. Many such ads fail to attract readers beyond the headlines, especially in view of the keen competition in this regards of late, when most of the railroads, various commercial organizations and boards of trade are all outlining to the best of their ability the respective territories or localities which they represent."

It is Mr. Anderson's belief that the direct returns of such colonist ads as his Manatee series cannot be summed up in a short time, not even in a season or two. "Each inquiry received in answer to our advertisements," he says, "is given most careful attention and is closely followed to a conclusion. Yet it requires, in the majority of cases, a considerable length of time—often years—to interest a person to an extent which will bring about the desired results. It is no trivial matter, it must be remembered, for a man to change his place of abode from one section of the country to another. While ninety-nine times out of a hundred each particular case is the direct result of former advertising, yet in industrial work it is impossible to trace the number of successes derived from a certain advertisement, due to the great length of time usually required to bring a man to a definite conclusion. It is realized that the major part of the advertising done one year lays the foundation for the crowning events of one or two years thereafter. It is often the case that years after all efforts have seemingly failed, advice is received that a location has been selected

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The Manatee campaign is but one chapter in the Seaboard's advertising activities. The railway's efforts to persuade manufacturers to locate along its lines comprise the major proportion of these efforts. The attitude of the railway officials in the latter connection smacks of latter-day enlightenment. "Our department," says Mr. Anderson, "does not attempt to draw established industries from the lines of other railroads, unless there should happen cases where, by reason of economic conditions, the salvation of the plant depends upon its removal, but for no other reasons. As a matter of fact, the industrial or manufacturing enterprises should grow out of the natural resources, and the duty of an industrial department such as ours is, as we see it, to present these natural resources in various forms of advertising to parties capable of developing them." The manufacturing and colonist advertising campaigns of the Seaboard both stand upon this common basis.

#### A POPULAR MISCONCEPTION WALLOPED.

A New York manufacturer is sending circulars to consumers informing them that \$800,000,000 is being spent for advertising in the United States each year, and that this amounts to \$10 per capita. "How would you like to save for yourself the \$10 apiece which advertising is costing your family in the increased cost of commodities?" he asks. The saving, of course, is to be in part accomplished by using his unadvertised goods. "It would be just as logical," says the Philadelphia Record, "for a manufacturer to solicit trade on the ground that his rivals used up-to-date machinery in the production of their wares, while his was antiquated; that they employed a host of salesmen, while he got along with one or two; that they had to pay freight on carload lots, while he had to pay by the hundred pounds; that their business was more costly to conduct because it was a hundred times larger than his. Nobody saves money by buying wares in the cost of selling which there is great waste, any more than by buying wares in the cost of producing which there is exclusive and unnecessary waste. Good advertising is a guarantee that selling cost is reduced to the irreducible minimum. Every effort of short-sighted or tricky vendors to prove the contrary is a boomerang."—Bethlehem Times.

"A Daily Newspaper for the Home."

## The Christian Science MONITOR

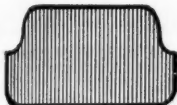
OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.  
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.



#### Won't Crack or Show Finger Marks

Here is a real office convenience—celluloid tipped card index guides. Always clean, always in place. Fold over top of card and stay there. Don't crack, curl or fray.

#### Celluloid Tipped Guide Cards

outlast all others. Three of the ordinary guides fail to give the service that one of ours gives. Ask your dealer for the "one piece" Celluloid Tip Guides or write for samples.

STANDARD INDEX CARD CO.

701-709 Arch St., Philadelphia

## Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy

Cinematograph Publishing Company  
30 West 13th Street New York

## German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

**Lincoln Freie Presse**  
LINCOLN, NEB.

# COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By **GEORGE ETHRIDGE**

It was the writer's pleasing fortune to be identified with commercial art when it was by no means the important factor that it is to-day in advertising and when it was a matter of some difficulty

the direction and supervision of men whose study and knowledge of advertising enables them to instantly grasp the illustrative requirements of a campaign and give it accurate pictorial expres-



No. 1.

to find an artist who could draw an automobile without making it look like a steam roller.

The demand for good illustrative work is constantly more urgent and many artists of the highest talent are glad to be identified with advertising work, even though their names are not exploited in connection with it. This is in marked contrast with the situation of a dozen years ago when an advertiser or his agent might have to climb several flights of dark stairs to find an artist who, between puffs of his pipe, would condescend to make a more or less imperfect drawing of a cake of soap, a mowing machine or a Morris chair.

To-day the situation is different; first-class establishments where staffs of high-priced artists are permanently employed under



No. 2.

sion are necessary factors in the world of advertising.

I cannot help feeling that the present development of commercial art is due in a large measure to the impulse it obtained from the modest mailing card and the more pretentious folder. These "Printed Salesmen," as they have been called, proved valuable object lessons in educating business men to the value of live illustrations. Their appeal was unmistakable and business men were quick to see that a good artist could add one hundred per cent of value to a business story and gain for it an audience which it might fail to get of its own potency.

Organized commercial art as developed to-day is one of the powerful factors in advertising success.

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Less than a dozen years ago when this department of PRINTERS' INK was first started, it was an easy matter to turn to the advertising pages of current publications and pick out ten or twenty illustrations that were open to adverse criticism. To-day it is not so easy.

It might be said that the advance in advertising generally is better measured by the advance in advertising illustration than in the written copy.

\* \* \*

The tobacco furnace of this country is quite some size. If statistics are dependable, it burns up about twenty million cigars every working day and calls for an extra million or two on Sundays.

Figured by dollars and cents, the cigar business runs into enormous figures and yet cigar advertising is neither prominent nor impressive. Can you name right off half a dozen brands of cigars that you would feel safe in smoking or that you have been influenced to think favorably of through advertising. For some reason cigar advertising seems to be in need of a Moses to lead it out of the wilderness.

The reproduction marked No. 1 is fairly typical of the indifference or lack of persuasiveness of the average cigar advertisement. Pictorially it resembles one of those puzzle pictures used to advertise cheap pianos. The illustration shows a man in a boat fishing and supposedly enjoying a stogie smoke. The puzzle is to find the man. After you have found him, the next puzzle is to find some plausible reason why he should buy Lucke's Stogies in preference to any other brand. Neither one is apparent in the advertisement. A cautious critic might be inclined to wonder where Mr. Lucke comes off on the sixty dollar investment which is involved every time the original appears in the paper it was clipped from. No. 2 would be more likely to attract attention by its appearance and with good live copy would more nearly justify the expenditure for space.

The original from which this Angelus advertisement is reproduced occupied a space four by six and even in this liberal space the



The extraordinary success and popularity of the Angelus Player-Pianos is undoubtedly due to their artistic supremacy and moderate prices.

The perfection to which the Angelus has been brought has been, and still is, the desire of the many who have sought to copy its marvellous mechanism.

The exclusive patented expression-devices include the **MELODANT**, which accentuates the melody or theme of the composition; the **PHRASING LEVER**, controlling every variation of tempo; the **ARTISTYLE**, incorporating into one line the variations of tempo, touch, and expression.

The simplicity, completeness, and effectiveness of the expression-devices enable you to enjoy to the fullest extent the personal interest in producing an artistic rendering of the world's best music. The Angelus Player-Pianos comprise pianos of the most artistic character, and include the famous Brimmond, Marshall and Rose, Winkelman, etc.



picture in the center was almost altogether lost. Around the circle on the inside are thirty-two words by actual count under a microscope. How anybody can be expected to read them is a mystery and yet they present a vital selling argument in the following words: The Angelus player-piano can be played on the keyboard in the ordinary way or with the aid of the Angelus music rolls. All of which is interesting enough if anybody could read it with the naked eye.

F. G. Cramer, of Milwaukee, addressed the Wisconsin Business Educators Association at Milwaukee recently on the subject "School Advertising."

## The JOLIET NEWS

is one of the few that finds it necessary to maintain a good weekly edition to accommodate subscribers unable to secure the Daily the next morning on free rural delivery mail routes. These go, almost exclusively, to well-to-do farmers. The field is thus covered in city and country by over 7,700 subscribers, the largest circulation daily and weekly in Will and nearby counties. Joliet News advertising brings excellent results.

H. E. Baldwin, Adv. Mgr.

# Classified Advertisements

## ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

## ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Laclede Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

## ADVERTISING MEDIA

**THE Textile Manufacturer,** Charlotte, N. C., leading textile publication South. Circulation increased 80% past year.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal 'rades' leading journal. Write for rates.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**THE Joliet News** is one of the few that finds it necessary to maintain a good weekly edition to accommodate subscribers unable to secure the Daily the next morning on free rural delivery mail routes. These go, almost exclusively, to well-to-do farmers. The field is thus covered in city and country by over 7,700 subscribers, the largest circulation daily and weekly in Will and nearby counties. The *News'* constituency is composed of the substantial middle class—no codfish aristocracy among them. They are democratic, intelligent, active people, not fooled by fake advertising. If looking for excellent results for a really good product or investment, there is sure return in *Joliet News* advertising.

**H. E. BALDWIN, Adv. Mgr.**

## BILLPOSTING

**FRED PEEI,** official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

## BUSINESS OPPORTUNITIES

### Write Moving Picture Plays!

Original Picture Plays sell for \$10 to \$100. Send 2-cent stamp for prospectus. Address **N. E. LETENDRE, Indian Orchard, Mass.**

### PUBLISHING PROPERTY

\$25,000 will buy leading weekly trade paper earning over 25%. Undeveloped field. Big snap for some one. Other big interests only reason for selling. Address **"TECHNICAL," care Printers' Ink.**

OF those twins "SAYSO" and "DUSO," the latter is by far the most popular, for the reason that "hearing" is not always "believing." I persistently claim to build advertising matters with a pronounced and profitable "unlikeness," and I as persistently seek opportunities to offer samples of my work in evidence. **FRANCIS I. MAULE, 401 Sanson Street, Philadelphia.**

## CUTS

**ADVERTISING CUTS**—Our fashion cuts for retail ads are high class. Prices lower than others. Either electros or matrices. Catalog of our cuts mailed free. **SYNDICATE CUT CO., 15 Park Row, New York.**

## ENGRAVING

**PERFECT** copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

## HELP WANTED

**WANTED CIRCULATION MANAGER** to take charge of metropolitan daily in the Middle West. State experience and address **POST OFFICE BOX 886, Milwaukee, Wisconsin.**

**ADVERTISING MAN**—Experienced in analyzing business conditions, planning campaigns, and writing vigorous effective "copy"; state experience and salary, and send specimens of work. **HALL-TAYLOR CO., Milwaukee, Wis.**

**PUBLICITY SECRETARY WANTED**—The Chamber of Commerce and Manufacturers' Club of Buffalo wants an executive for Publicity Bureau. Salary commensurate with ability. Address **"SECRETARY," 419 Chamber of Commerce, Buffalo, N. Y.**

**ADVERTISING MANAGER**—Able to plan advertising campaigns, originate ideas for booklets, posters, follow up matter, etc. Must have proved advertising ability. \$2,500 to \$4,000. Address **BUSINESS SERVICE CO., Chemical Building, St. Louis, Mo.**

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**WANTED**—Experienced advertising solicitor acquainted with the leading agencies to secure in Eastern territory a new magazine proposition that has over one hundred thousand high-class weekly circulation in eight largest cities. Liberal salary or commission to man who can prove his ability to get business. Address immediately, giving details, experience, remuneration expected, etc., JEFFERSON, 118 South Sherman Street, Chicago, Ill.

### ADVERTISING SOLICITORS

A class publication of highest grade wants advertising representatives in the East, on liberal commission basis. Will give exclusive Eastern territory to well-equipped special agent, or contract for best representation in New York, Boston and Philadelphia. Address, with full particulars as to experience, P. C. JOHNSON, care Printers' Ink.

**REGISTRATION FREE, RATES REDUCED.** We are offering excellent opportunities to newspaper desk men, reporters, advertising solicitors, circulation men, linotype operators, ad and job compositors, pressmen, etc. Ask for our new terms. All departments represented. No branch offices. Established 1888. **PERNAI D'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

### IDEA AND COPY MAN

Interested in advertising agency. One who can write good strong selling copy for Trade Journals. Experience in one of the following will be helpful, but all are not essential:

Agency experience with Magazine advertising and campaign layouts. Road experience in selling. Printing and plate work. Photography and sketches. Follow-up literature and letters. House organ layouts and copy.

Address giving age, experience, references and salary expected. Confidential. "LAYOUT," care Printers' Ink.

### INFORMATION AND ILLUSTRATIONS

**ASK THE SEARCH-LIGHT**  
Anything You Want to Know.  
341 Fifth Avenue, New York.

### MAILING LISTS

**OPPENHEIM** Guaranteed Mailing Lists for Pacific Coast territory set a new standard. Send for list of lists and ask for detail about the names you are interested in. **RAMSEY OPPENHEIM**, 200 Market St., San Francisco, California.

### PATENTS

#### PATENTS THAT PROTECT

Over 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY**, Washington, D. C. Established 1869.

### POSITIONS WANTED

**A SCHOOL TEACHER** has been "looking into" advertising for a year and thinks he can make good with an agency or firm which will give him an opportunity. "L. S.," care Printers' Ink.

**AN ADVANCED STUDENT** in complete Advertising course of the International Correspondence Schools desires a position in New York or within a radius of 100 miles. Address "S. C. P.," care Printers' Ink.

**DESIGNER** of reputation wants position East. At present on Pacific Coast. Experience in show cards, conventional novelty works and street railway car cards. Samples on request. Salaried position only. "Artist," Box 124, St. Helen, Ore.

**ABUNDANTLY** well qualified, by a long, varied and extensive experience in handling large enterprises, the subscriber invites correspondence from any concern seeking exceptionally competent aid in the distribution of a large output. For particulars, address "C. A. B.," care Printers' Ink.

**AM** now assistant advertising man with prominent advertiser. Want to change to place where there is a broader opportunity to earn a future by good work. Fully qualified to manage a department. Experienced with general, trade paper and technical advertising mediums, house organs, printing and engraving. If you have an opening for such a man, please write me. Address "M. N.," care Printers' Ink.

### A Practical Circulation Man

I have had 14 years experience in circulation work. I have been connected with two weeklies of general circulation, and two years on New York magazines. Have organized effective canvassing staffs, understand the boy agency problem thoroughly, know the newsstand end, and have had extensive experience in scheme work direct to the subscriber. Am at present employed on New York magazine. Reason for desiring change—want opportunity for further growth. Can furnish best of references. I am not a wanderlust. Address "PRACTICAL CIRCULATION MAN," care of Printers' Ink.

### Publicity Manager

Would you like to meet one who is young in years but has had 11 years experience with large manufacturers of machinery and mechanical goods. At present with a prominent engineering concern, but desires to make a change. My experience embraces designing, writing and placing of copy, preparation of articles with trade papers, catalogs, booklets, follow-up letters and other printing matter. I can demonstrate my ability to produce absolutely distinctive results. Address. "EXPERIENCE," care Printers' Ink.

### PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

### PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

**WINTHROP PRESS**, 419 Lafayette St., N. Y.

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1909, 30,628. Best advertising medium in Alabama.

**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 41,088.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1908, 7,728; average for 1909, 7,729.

**Meriden, Morning Record & Republican**. Daily aver. 1908, 7,729; 1909, 7,729.

**New Haven, Evening Register**, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

**New Haven, Union**. Average year, 1909, 16,947. E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Average 1909, 6,738. Used by all leading advertisers.

**Norwalk, Evening Hour**. Average circulation exceeds 3,800. Carries half page of wants.

**Waterbury, Republican**. Average for 1910, Daily, 6,651; Sunday, 7,031.

**Waterbury, Herald**. Sundays. Average circulation for 1909, 13,387 net paid.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Average, month of June, 1910, 80,414 @ 6c.

## FLORIDA

**Jacksonville, Metropolis**. Average, February, 1910, 14,414. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average month of May, 1910, Sunday, 24,664; daily, 20,821. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## ILLINOIS

**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Champaign, News**. Leading paper in field. Average first five months, 1910, 5,161.

**Chicago, Broad's Gazette**, a weekly farm newspaper. \$1 75. Average sworn circulation year 1909, 78,498 and all quality. Rate, 35 cents, flat.



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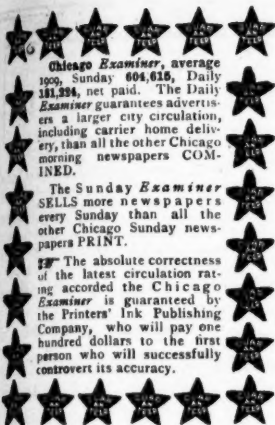
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**Chicago Examiner**, average 1909, Sunday 604,615, Daily 381,334, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



**Chicago Record-Herald**. Average 1909, daily net paid, 139,176; Sunday net paid, 193,631. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Joliet Herald**, evening and Sunday morning. Average for 1909, 6,836.

**Peoria Evening Star**. Circulation for 1909, 8,874.

**Burlington Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,122.

INDIANA

**Evansville Journal-News**. Average, 1909, 11,943. E. Katz, S. A., N. Y.

**Princeton Clarion-News**, daily and weekly. Daily average, 1909, 1,703; weekly, 2,674.

**South Bend Tribune**. Sworn average May 1910, 11,807. Best in Northern Indiana.

IOWA

**Burlington Hawk-Eye**, daily. Average 1909, 1,180. "All paid in advance."

**Davenport Times**. Daily av. June, '10, 16,380. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines Times-Journal**, morning and eve. Daily average, 1909, 12,468; Sunday, 14,602.

**Washington Eve. Journal**. Only daily in county. 2,009 subscribers. All good people.

**Waterloo Evening Courier**, 52nd year; net av. June, '10, 8,291. Waterloo pop., 27,000.

KENTUCKY

**Lexington Herald**. D. av. '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

**Louisville, The Times**, evening daily, average for 1909 net paid 45,488.

MAINE

**Augusta, Kennebec Journal**, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1909, daily 9,923; weekly, 27,763.

**Portland, Evening Express**. Average for 1909, daily 15,219. Sunday Telegram, 10,506.

MARYLAND

**Baltimore, American**. Daily average for 1909, 76,976; Sunday, 98,436. No return privilege.

**Baltimore, News**, daily. News Publishing Company. Average 1909, 32,416. For June, 1910, 79,179.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average circulation. Daily (2 cents a copy) 1909, 180,278; Gain, 3,981

Sunday 1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,338,379 lines

Gain, 1909, 465,579 lines

2,504,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



**Human Life, The Magazine About People**. Guarantees and proves over 200,000 copies monthly

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,683.

**Lawrence, Telegram**, evening, 1909 av. 8,882. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. 1907, 16,832; 1908, 16,396; 1909, 16,889. Two cents Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

# Boston Post's GREATEST June

AVERAGE JUNE, 1910

**The Sunday Post**  
254,768

Gain of 2,399 Copies  
Per Sunday over June, 1909

**The Daily Post**  
316,915

Gain of 36,350 Copies  
Per Day over June, 1909

**Salem, Evening News.** Actual daily average for 1909, 18,874.

**Worcester, Gazette,** evening. Av. '09, 16,775; first 4 mos. '10, 17,266. Largest ev'g circulation.

**Worcester, L'Opinion Publique,** daily (©). The only Gold Mark French daily in the U. S.

## MICHIGAN

**Detroit, Michigan Farmer.** Read by all Michigan farmers. Ask any advertiser. \$0,000.

★ **Jackson, Patriot,** Aver. June, 1910, daily 10,881, Sunday 11,877. Greatest circulation.

**Saginaw, Courier-Herald,** daily. Only Sunday paper; aver. for 1909, 14,879. Exam. by A.A.A.

## MINNESOTA

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for six months ending June 30, 1910, 103,914.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 25,537.

**Minneapolis, Svenska Amerikanska Posten.** Swan J. Turnblad, pub. Av. 1909, 54,455. A.A.A.

## CIRCULATION

★ **Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121



**Minneapolis, Journal,** Daily and Sunday (©). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for June, 1910, evening only, 76,479. Average Sunday circulation for June, 1910, 79,470. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



## MISSISSIPPI

**Biloxi and Gulfport, Herald,** evening, Daily circulation for 1909, 1,109; January, 1910, 1,381.

## MISSOURI

**Joplin, Globe,** daily. Average, 1909, 16,111. E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press.** Circulation, 1909, 22,832. Smith & Budd Company, Eastern Reps.

**St. Louis, National Druggist**(©), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1909, 119,063.

## NEBRASKA

**Lincoln, Deutsch-American Farmer** weekly. 143,208 for year ending Dec. 31, 1909.

**Lincoln, Freie Press,** weekly. Average year ending Dec. 31, 1909, 145,064.

## NEW JERSEY

**Camden, Daily Courier.** Actual average for year ending December 31, 1909, 9,142.

**Jersey City, Jersey Journal.** Average for 1909, 24,196. Last three months 1909, 24,604.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** Ave. 10-'07, 20,276; '08, 21,326; 20-'09, 19,062; March, '10, 20,283.

## NEW YORK

**Albany, Evening Journal.** Daily average for 1909, 16,921. It's the leading paper.

★ **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 52,905.

**Buffalo, Courier,** morn. Average, Sunday, 44,737; daily, 46,284; *Enquirer*, evening, 25,394.

**Buffalo, Evening News.** Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1909, 8,636.

**Mount Vernon, Argus,** eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

★ **Newburgh, Daily News,** evening. Average circulation entire year, 1909, 6,716. Circulates throughout Hudson Valley Examined and certified by A.A.A.



by Printers' Ink Publishing Company

NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average, first four months, 1910, 10,999.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©).

*Leila's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. Over 200,000 guaranteed.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 6,641; August, 1909 issue, 20,000.

*The World*. Actual average, 1909, Morning, 101,000. Evening, 399,669. Sunday, 460,956.

*Poughkeepsie Star*, evening. Daily average year, 1909, 5,013; February, 1910, 5,847.

*Schenectady Gazette*, daily. A. N. Liecety. Actual Average for 1909, 17,470; for June, 1910, 13,614. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

*Schenectady Star*. Aver June, 1910, 13,461. Sheffield Specia' Agency, Tribune Bldg., N. Y.

*Syracuse Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,923.

*Troy Record*. Average circulation 1909, 21,330. Only paper in city which has permitted A. A. examination, and made public the report.

*Utica National Electrical Contractor*, mo. Average for 1909, 3,883.

*Utica Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 16,117.

NORTH CAROLINA

*Charlotte News*. Evening and Sunday Aver., 1907, 8,393; 1908, 8,732; 1909, 7,346. Try it.

*Asheville Gazette-News*. Average '09, 5,648. Asheville's leading paper. Only paper in Western North Carolina with Associated Press.

NORTH DAKOTA

*Grand Forks Normanden*. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

*Cleveland Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,526. For June, 1910, 88,239 daily; Sunday, 113,132.

*Columbus Midland Druggist and Pharmaceutical Review*. 43rd annual volume. Best medium for reaching druggists of the Central States.

*Youngstown Vindicator*. D'y av., '09, 15,338; LaCote & Maxwell, N. Y. & Chicago.

OKLAHOMA

*Oklahoma City The Oklahoman*. June, 34,204 weekday, 40,448 Sunday. E. Katz, Agent, N. Y.

OREGON

*Portland The Evening Telegram* is in its 14th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 37,831 inches, 1,217 of it in the foreign field and 6,410 in the classified. Sworn average circulation for June, 29,962.

*Portland The Oregonian*, (©). June average circulation. Sundays, 58,068; Daily, 47,063. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

*Chester Times*, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

*Erie Times*, daily. 21,559 average 1st 6 mo. '10. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

*Harrisburg Telegraph*. Sworn average June, 1910, 17,349. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

*Johnstown Tribune*. Average for 12 mos., 1909, 12,467. April, 1910, 13,360. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for June, 1910

235,936

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,  
J. E. Verree, Steger Bldg.  
New York Office,  
Dan A. Carroll, Tribune Bldg.

*Philadelphia Confectioners' Journal*, mo. Average 1908, 5,517; 1909, 5,822 (©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



**Philadelphia.** The *Press* (☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 85,054; the Sunday *Press*, 165,985.

**Washington.** *Reporter and Observer*, eve. and morn. Circulation for June, 1910, 12,545.



**West Chester.** *Local News*, daily, W. H. Hodgson. Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, evening; daily net circulation March 1910, 17,564, guaranteed.

**York.** *Dispatch and Daily*. Average for 1909, 20,015

### RHODE ISLAND

**Pawtucket.** *Evening Times*. Average circulation, 1909, 18,033—sworn.



**Providence.** *Daily Journal*. Average for 1909, 21,855 (☉). Sunday, 28,125 (☉). *Evening Bulletin*, 45,991 average 1909.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,237.

### SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1909, 5,311. March, 1910, 5,785.



**Columbia.** *State*. Actual average for twelve months, 1909, daily (☉) 14,436, Sunday (☉) 14,959.

**Spartanburg.** *Herald*. Actual daily average circulation for 1909, 2,630.

### TENNESSEE

**Memphis.** *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 48,978; Sunday, 70,179. Smith & Budd Company, Representatives, New York and Chicago.

**Nashville.** *Banner*, daily. Average for year 1907, 24,206; for 1908, 36,554; for 1909, 40,086.

### TEXAS

**El Paso.** *Herald*, 1909 average, 9,650. Only El Paso paper examined by A. A. A.

### VERMONT

**Barre.** *Times*, daily. F. E. Langley. Av. 1909, 5,231. 1st 4 mos., '10, 5,718. Examined by A. A. A.

**S Burlington.** *Free Press*. Daily average for 1909, 8,775. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier.** *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

**St. Albans.** *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

### VIRGINIA

**Danville.** *The Bee*. Average May, 1910, 4,030; June 4,050. Largest circulation. Only eve. paper.

### WASHINGTON

**Seattle.** The *Seattle Times* (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,346 daily, 84,352 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,766,054 lines.

**Tacoma.** *Ledger*. Average 1909, daily, 18,700 Sunday, 26,155.

**Tacoma.** *News*. Average for year, 1909, 18,829.

### WISCONSIN

**Janesville.** *Gazette*. Daily average, May, 1910, daily 6,308; semi-weekly, 1,783.

**Madison.** *State Journal*, daily. Actual average for Jan., 1910, 5,960.



**Milwaukee.** The *Evening Wisconsin*, daily. Average daily circulation for April and May, 1910, 43,233. Gain over April and May, 1909, 8,758 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtus, Mgr.)



**Milwaukee.** The *Milwaukee Journal*, (evening daily). Average in June, 1910, 63,860; gain over June, 1909, 5,081 daily; average for 12 mos., 61,233 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

**Oshkosh.** *Northwestern*, daily. Average for Dec., 1909, 9,501. Examined by A. A. A.

**Racine.** *Daily Journal*. May, 1910, circulation, 5,043. Statement filed with A. A. A.



**The Wisconsin Agriculturist**

**Racine, Wis.** Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 40,494. Larger circulation in Wisconsin than any other paper. Advt. 35.60 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

### WYOMING

**Cheyenne.** *Tribune*. Actual net average year, 1909, daily, 5,125; semi-weekly, 4,596.

### BRITISH COLUMBIA

**Vancouver.** *Province*, daily. Average June '09, 18,601; June '10, 21,565; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

### MANITOBA, CAN.

**Winnipeg.** *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily May, 1910, 44,674; weekly 1909, 27,050; May, 1910, 28,223.

**Winnipeg.** *Der Nordwesten*. Canada's National German weekly. Av. 1909, 18,182. Rates 50c in.

**Winnipeg.** *Telegram*, dy. av. May, '10, 31,795, (Saturday av., 35,450). Farmers' Weekly, same period, 30,000.

### QUEBEC, CAN.

**Montreal.** *La Presse*. Daily. Average for June, 1910, daily 97,500. Largest in Canada.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

THE Chicago *Examiner* with its 660,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

**The Indianapolis Star**  
INDIANAPOLIS, IND.

## MAINE

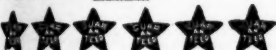
THE *Evening Express and Sunday Telegraph* carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1900, printed a total of 460,466 paid Want Ads; a gain of 42,587 over 1908 and 30,623 more than were printed by any other Boston newspaper.



## MINNESOTA

CIRCULATING THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; 10 cents a line, where charged—daily or Sunday.



Printers' Ink Pub. Co.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in June, 1910, amounted to 222,096 lines; the number of individual ads published were 27,339. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 34,204. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

## (○○) Gold Mark Papers (○○)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (○○).

### ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

### DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, June 1910, 80,416 (○○).

### GEORGIA

Atlanta Constitution (○○). Now as always, the Quality Medium of Georgia.

### ILLINOIS

*Bakers' Helper* (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*The Inland Printer*, Chicago (○○). Actual average circulation for 1909-10, 16,902.

### KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

### MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (○○); 7.44% increase daily over last year.

### MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (○○).

Boston Evening Transcript (○○), established 1830. The only gold mark daily in Boston.

Boston, *Textile World Record* (○○). Not an "organ,"—but the leading textile magazine.

Worcester *L'Opinion Publique* (○○). Only French paper among 75,000 French population.

### MINNESOTA

The Minneapolis Journal (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(○○) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (○○).

### NEW YORK

*Army and Navy Journal*, (○○). First in its class in circulation, influence and prestige.

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

*Century Magazine* (○○). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (○○), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (○○). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (○○) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

*Engineering News* (○○). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

*Engineering Record* (○○). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

*The Evening Post* (○○). Established 1861. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*.—Printers' Ink.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

*Scientific American* (○○) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

### OREGON

*Better Fruit*, (○○) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (○○), established 1861. The great newspaper of the Pacific Northwest.

### PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,054; Sunday, 183,995.

## THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

### RHODE ISLAND

Providence Journal (○○), a conservative enterprising newspaper without a single rival.

### SOUTH CAROLINA

The State (○○), Columbia, S. C. Highest quality, largest circulation in South Carolina.

### VIRGINIA

Norfolk Landmark (○○). Oldest and most influential paper in tidewater.

### WASHINGTON

The Seattle Times (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

### WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

### CANADA

The Halifax Herald (○○) and the Evening Mail. Circulation 16,837, flat rate.

## Business Going Out

An advertising campaign to sell apple lands in north Georgia by mail has been instituted through the John-Dallas Advertising Company, Atlanta, for the Georgia Orchards Company and the Piedmont Orchards Company, of Atlanta. Large copy in the classified columns of the big Northern and Western dailies is to be used as an experiment, and possibly classified copy in a number of the magazines. If this does not bring sufficient returns, a display campaign will be started.

The P. C. W. Anti-Sash Window Barrier, a new invention just perfected and now being placed on the market, will shortly start an extensive national magazine advertising campaign this fall. Women's publications, general magazines and the national weeklies will be used. The campaign to both consumer and trade is being planned and executed by the Coupe & Wilcox Company, New York.

Dart Cereal Company, New York, Dart's Semi-Ready Soup Flours, is starting a territorial newspaper advertising campaign in a few Eastern cities. The campaign is being planned by the Coupe & Wilcox Company, New York.

It was recently stated in this column that the Siegfried Company was placing the advertising of the McCrum-Howell Company's bond issue for the Geo. H. Burr & Company. The advertising was not exactly of a bond issue, but was simply general publicity offering a recently published circular showing the financial growth of the McCrum-Howell Company, as this company has no bonded indebtedness.

The Gorton-Pew Fisheries Company, Gloucester, is planning a campaign in women's publications. This is to be handled by Walter Resor, of the New England office of J. Walter Thompson Company.

Ralph Harris & Co. are using classified departments of the magazines to exploit their photographic supplies.

H. E. Ayres & Co., 164 Federal street, Boston, are handling the advertising of the Mentor Cigarette Company. Rameh Cigarettes are being advertised in Boston and New England dailies. A more extensive campaign will be started after the first of August.

The classified departments of magazines are being used by the Boston Suburban Land Company.

Wood, Putnam & Wood are putting out some additional contracts for the advertising of the Consolidated Mfg. Company, Hartford, Conn. Contracts are going to leading publications of a general character.

The Tour advertising of H. W. Dunning & Co., which runs in a list of general mediums specially adapted to their business, has been cancelled for the summer. This advertising will be resumed in the fall.

The Boston office of the George Batten Company is making plans for next fall's advertising of F. S. Webster & Co., manufacturers of office supplies. Contracts will go out to leading high-grade magazines.

The Springfield Portable House Company, Springfield, Mass., is using fifty-six-line copy in general publications. Contracts are going out at the present time from the Lord & Thomas Agency.

Walter Baker & Co. have made up their list of newspapers for next year. Contracts will be for twelve inches plate matter, one time a week for six months. The campaign covers the whole country with a large list of daily newspapers. All contracts are placed direct by W. H. McLauthlin, advertising manager, 45 Broad street, Boston.

The American Bank Clock Specialty Company, Inc., has cut out all advertising during July and August. A list is to be made up in September by the Lord & Thomas Agency. Weekly magazines will be used.

J. W. Bailey, the rubber goods man, will make up a list of magazines for his fall campaign early in September.

The Twin Blade Safety Razor Company, Providence, R. I., is soon to start a campaign in New England papers.

The Royal Phone & Phonograph Company is planning a campaign to start early in the fall. High-grade magazines are to be used.

The Boston office of N. W. Ayer & Son is handling an appropriation for the Pureoxia Ginger Ale Company. All the advertising at present is being confined to billboards in New England.

The Walworth Mfg. Company is considering a list of publications for the advertising of a new Stillson wrench. Nothing definite will be done before August. The account will probably be handled by one of the Boston agents.



Ed Pinaud is ordering 2,500 lines on the Pacific Coast, 2,800 lines in the Southwest and 3,000 lines in the South through the Louis V. Urmy Agency, New York.

The H. E. Ayers Agency, Philadelphia, is signing New England contracts for Ramley Cigarettes.

Scott & Bowne (Scott's Emulsion), now located at Bloomfield, N. J., are ready to make contracts for fall business. Publishers and specials can arrange for a hearing by writing or telephoning Miss Ida Clark, advertising manager. The new location is on the Lackawanna and the station is called Watseessing.

George K. Clark, of Philadelphia, is ordering twenty-eight lines, five times, for D. Maurer & Son Company, Philadelphia.

The W. L. Houghton Agency, New York office, is ordering two and one-half inches, four times, for the Floder Remedy Company.

A nerve sanatorium in Switzerland wishes to advertise a twenty-line ad, fifty-two times, every Sunday in dailies, family papers (illustrated) and comical weeklies in the United States and Canada. Business managers are requested to mail their rates, circulation, etc., to Adolph Deimel's Advertising Agency, Brooklyn, N. Y.

The Blackstone Hotel, Chicago, is ordering through the Mahin Agency, of Chicago, 140 lines, ten times, on the Pacific Coast.

The Rich-Grain Distilling Company is ordering sixty lines, twice in the West, through the Kastor Agency, of St. Louis.

The Anchor Line, through W. W. Sharpe, is signing additional orders in the Southwest.

Frank Seaman Incorporated, is ordering 1,000 inches in the South for the E-M-F Auto Company.

The Mead Agency, of Chicago, is signing fourteen lines, thirty times, in the West for the New Arlington Hotel.

The Pinex Company, proprietary medicines, of Ft. Wayne, Ind., is ordering 3,000 lines in the Southwest through the Russell M. Seeds Agency, Indianapolis.

The Stack-Parker Agency, Chicago, is signing 5,000 lines in the West for the Northern Pacific Railroad.

The Fuller Agency, of Chicago, is sending out orders in the Southwest for the Cuticlay Company.

The Southern States Life Insurance Company is ordering 5,000 lines in the South through the Johnson-Dallas Agency, of Atlanta.

The Southern Manufacturing Company, of Richmond, Va., is ordering 1,000 lines direct.

Edison Portland Cement Company is resuming its newspaper advertising in a limited territory. The George Batten Company is, as formerly, handling the account.

N. W. Ayer & Sons are ordering twelve inches, seventy-eight times, in the South for the Craddock-Terry Company, Shoes, of Lynchburg, Va.

The J. Walter Thompson Company is sending out contracts for the United Shirt and Collar Company to a selected list.

Chaffee, Baring & Co., manufacturers of toys and novelties, are considering a campaign through this territory.

The Gardner Advertising Company, St. Louis, is placing orders for Colley College, Nevada, Mo., in a big list of papers throughout Missouri and adjacent states. Twenty-eight-line copy is being ordered to run ten times.

#### “MADE-IN-CHICAGO” WEEK.

Plans for the “Made-in-Chicago” Week are being perfected by the Chicago Garment Manufacturers' Association. The week will be from August 15th to 20th, during which time, it is expected, the show windows on State street, 10,000 feet of frontage, will display only Chicago-made goods.

Chicago has to-day 22,000 manufacturers in all lines, employing an aggregate capital of \$700,000,000. The Manufacturers' Association is putting forth every effort to have this fact known broadcast and to make Chicago the great central buying place of the country.

Says Sol H. Shoninger, of the market co-operation committee:

“It is the intention to acquaint the merchants in the territory adjacent to Chicago with the opportunities they have in buying their goods nearer to their home town, and give the buyers an opportunity to understand that they can secure near home the goods best suited to their needs.

“It will be a gala occasion, and it will show Chicago as the world's great market to thousands of merchant visitors.

“In the display in the windows, if visiting merchants find things that appeal to them, they will have an opportunity to go into the retail shop and find out who the maker is.

“This will give an opportunity to become acquainted with that manufacturer and get in close touch with him.

“The manufacturing industries of Chicago have grown apace and it is important that everybody who is interested in commercial life should understand that this great central market is the place to come for their needs.

“The city will be beautifully decorated during that time.

“Many places of amusement will be open to the incoming merchants.

“The plan is to acquaint merchants of the great strides this city has made, what the opportunities are and the advantages to be secured by buying goods made in Chicago.”

Do you know of a  
publication that con-  
tains as many articles  
of interest to business  
men and manufac-  
turers as *Printers' Ink*?

# Another Great Month FOR **The Globe**

**Canada's National Newspaper**

and with one exception (last April) the greatest advertising month in its sixty-six years of history.

## LOOK AT THE FIGURES FOR JUNE

	Display Columns	Condensed Columns	Total Columns
1910.....	1,313	441	1,754
1909.....	1,020	371	1,391
Increase.....	293	70	363

Mr. Advertiser:—

When considering the Canadian market (the most rapidly expanding market in the world today) bear in mind that the one indispensable medium is

# **The Globe**

**TORONTO**

### UNITED STATES REPRESENTATIVES:

Chicago:  
Verree & Conklin  
Steger Building

New York:  
Verree & Conklin  
Brunswick Building